



CIEE Barcelona, Spain

Course title:	Business Ethics and Corporate Social Responsibility
Course code:	BUSI 3003 BASP
Programs offering course:	Business and Culture, Economics and Culture, Language and Culture
Language of instruction:	English
U.S. semester credits:	3.00
Contact hours:	45.00
Term:	Fall 2023

Course Description

The world is facing new challenges: Climate change, robot and AI based new jobs, impersonal globalization. Society is demanding a new business and economic model based on ethics, transparency, and solidarity. Therefore, one of the main challenges organizations are now facing is how to ensure that employees act ethically and work with integrity. Management of organizations requires a certain ethical behavior in order to generate the trust needed for economic activities. In the current scenario, in which business values are being redefined, being "socially responsible" has become increasingly urgent. Therefore, CSR policies would be an effective way to implement a culture of ethical organization that would ultimately render mandatory regulations unnecessary. This course will prepare students to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern trade-offs and implications of employing different ethical frames of reference when making business decisions.

Learning Objectives

By completing this course, students will:

- Evaluate the role of business in society, corporate social responsibility, ethical issues and the role of personal values.
- Assemble an ethical framework to interpret the information; discuss and explain a position; and formulate and defend a cogent and considered position in this field.
- Develop their own moral imagination, being able to imagine and defend a wide range of possible issues, consequences, and solutions.
- Critique and assess decisions made by organizations from an ethical point of view including several perspectives.
- Test their own ethical perception when confronted with different cultural scenarios.

Course Prerequisites

3 semesters of college-level micro- or macroeconomics, accounting, finance, management, or statistics.

Methods of Instruction

The classes will be led by the professor addressing the themes and utilizing computer presentations. When permitting, the professor will also utilize videos relating to the materials and analyze case studies, referring to Spanish businesses. There will be a visit to a company that will explain and show their business ethics practices. We will also have the visit of a guest speaker expert on business ethics and corporate responsibility. There will be a term-project. Students will choose a company and analyze their business ethics policies and actions.

Assessment and Final Grade

1.	Midterm Exam	25%
2.	Final Exam	25%
3.	Term Project	20%
4.	Case Studies	20%
5.	Class Participation	10%
	TOTAL	100%

Course Requirements

Midterm Exam

Final Exam

The exams are designed to assess student comprehension and ability to articulate core concepts related to International Marketing. In each exam students will answer un part composed of 25 multiple-choice questions and a second part composed of four short-answer questions related to topics covered in class.

Term Project

There will be a group term project that will be presented during the last week of classes before the final exam. Each group of three or four students will select one American company and analyze their business ethics policies and actions. There will be partial submittals throughout the semester.

Case Studies

The case method is one of the most effective pedagogical tools to sharpen your analytical and decision-making skills, as it requires you to be an active participant in Marketing decisions. Cases intend to give you practice in assembling data, supporting and discussing decisions. Moreover, the case method provides a vehicle by which to apply theories, concepts, and frameworks that we discuss in class or which you find in the assigned readings. Finally, the discussion constitutes an opportunity to defend your position and to learn from others, by listening to their comments and criticisms. Everything on a "safe environment", where there are low risks when mistakes are made. Classrooms are our training environments to prepare you for business challenges.

Students must participate in the discussions that will take place in class. Throughout the course there will be several case studies, a few of them in film format. It is extremely important that students prepare and analyze these cases prior to the class debate.

Class Participation

Participation is valued as meaningful contribution in the classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), and attentiveness on co-curricular and outside-of-classroom activities.

The quality of what is said and the quality of one's listening and responsiveness to others are important components for the evaluation of class participation. Some of the criteria for evaluating effective class participation include:

Is the participant prepared? Do comments show evidence of analysis of the case? Do comments add to our understanding of the situation? Does the participant go beyond simple repetition of case facts without analysis and conclusions? Do comments show an understanding of theories, concepts, and analytical devices presented in class lectures or reading materials?

Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?

Is the participant an effective communicator? Are concepts presented in a concise and convincing way?

Attendance

To encourage engaged learning, regular class attendance is required throughout the program. This includes any required co-curricular class excursion or event, as well as internship, service-learning, or other required field placement.

An excused absence in a CIEE course will only be considered if approved by a CIEE Center Director/Academic Director (not the Instructor), and:

- it is a self-certified absence for illness (only once per course, requires formal request before or within 24 hours, cannot miss assessment worth more than 5% of final course grade)
- a doctor's note from a local medical professional is provided
- evidence of a family emergency is provided
- it is a pre-approved observance of religious holiday

Unexcused absences include personal travel and/or travel delays, as well as missing more than 25% of a single class period (including tardiness and early departure). Assessments missed due to unexcused absences will be

marked as zero. Students with over 10% unexcused absences will be contacted by CIEE staff. Students with over 20% unexcused absences will be contacted by CIEE staff, receive a formal warning letter (shared with their home institution) and lose 10% of the final course point total (e.g., a final A grade of 93% will be lowered to a B grade of 83%).

For more detail, please consult your CIEE Academic Manual.

Academic Integrity

Academic integrity is essential to a positive and inclusive teaching and learning environment. All students are expected to complete coursework responsibilities with fairness, respect, and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in grade penalties or disciplinary action. See the CIEE Student Academic Manual for further information on academic integrity.

N.B. Course schedule and co-curriculars are subject to change. The final duration and distribution of content and assignments will be determined and presented to students at the onset of the course.

Weekly Schedule

Week 1

Class: 1.1 Presentation of the Course: Program, Methodology and Grading

Introducing Business ethics

What is Business Ethics? Why is business ethics important?

Definition. Basic Principles. Moral standards and values

Do we consider ourselves ethical people?

Discussion based on an ethics quiz

Reading: Chapter 1 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Class: 1.2 .

Globalization and sustainability: a key context and a key goal for a business ethics

Case study: McEthics in Europe and Asia.

Week 2

Class: 2.1 Framing Business Ethics

Corporate responsibility: the main implications to the society. Analysis of corporate social responsibility in different countries context.

Research exercise: select one of the following companies and investigate the company's website according their social corporate responsibility policies

Reading: Chapter 2 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Class: 2.2 .

Case study: American Apparel: a new fashion for CSR?

Raising questions about cases related to the theories studied in class.

Week 3

Class: 3.1 Evaluating Business Ethics

Normative ethical theories: North American and European origins and differences.

Alternative perspectives on ethical theory

Global discussion: ISO 26000 standard as an application of discourse ethics.

Reading: Chapter 3 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press

Class: 3.2 .

Day 06 Case study: Canada's oil sands: 'most destructive project on Earths' or 'ethical oil'?

Raising questions about cases related to the theories studied in class.

Week 4

Class: 4.1 Making Decisions in Business Ethics

What an ethical decision is?

Individual influences on ethical decision making

Reading: Chapter 4 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press

Class: 4.2 .

8Case study: News Corporation's phone hacking scandal: no news is good news?

Raising questions about cases related to the theories studied in class.

Week 5

Class: 5.1 Managing Business Ethics

Tools and techniques of business ethics management

Reading: Chapter 5 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Class: 5.2 .

Documentary: Wal-Mart: the high cost of low price

Discussion about Wal-Mart documentary

Week 6

Class: 6.1 .

Social Corporate Responsibility example: Top manager guest explain a company case

Class: 6.2 Shareholders and Business Ethics

The importance of shareholders and stakeholders

Shareholding and sustainability

Case study: Corporate governance of professional football clubs: for profit or for glory?

Reading: Chapter 6 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Week 7

Class: 7.1 Midterm Exam

Class: 7.2 Employees and Business Ethics

Employees as a stakeholder

The corporate citizen and employee relations.

Global discussion: labor market in the South East Asian countries

Reading: Chapter 7 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press

Week 8

Class: 8.1 .

Case study: The expendables: migrant labor in the global workforce.

Class: 8.2 Consumers and Business Ethics

Consumers as stakeholders

Ethical issues, marketing and the consumer

Discussion class: Are marketing strategies ethical?

Reading: Chapter 8 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Week 9

Class: 9.1 Sustainable Consumption

New consumption trends: product sharing, recycling, etc.

Reading: Chapter 8 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Class: 9.2 .

Social Corporate Responsibility example: Top manager guest explain a company case (TBC)

Week 10

Class: 10.1 Suppliers, Competitors and Business Ethics

Suppliers and competitors as stakeholders

Ethical issues about suppliers and competitors

Globalization: suppliers and competitors

Reading: Chapter 9 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Case study: Uzbek cotton: a new spin on responsible sourcing.

Class: 10.2 Civil Society and Business Ethics

What is civil society?

Civil society organizations as stakeholders.

Civil society, business and sustainability.

Reading: Chapter 10 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Week 11

Class: 11.1 Government, Regulation and Business Ethics

Government as stakeholder

Ethical issues in the relation between business and government

Government, business and sustainability

Corruption about governmental actors by business

Case study: Managing the ethics of censorship and surveillance: where next for the Global Network Initiative?

Reading: Chapter 11 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Class: 11.2 Field Trip (TBA)

Week 12

Class: 12.1 Government, Business and Sustainability

Corruption about governmental actors by business

Discussion about United Nation Conference on Climate Change (Paris 2015)

Reading: Chapter 11 of Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press

Class: 12.2 Preparation of Project Presentations

Work in class

Submittal of complete final term-project's document

Week 13

Class: 13.1 Final Exam

Course Materials

Readings

All the readings and cases in paper format come from the following textbook. You need a copy of this textbook to follow this course.

Crane, A. and Matten, D. Business Ethics: Managing corporate citizenship and sustainability in the age of globalization, 4th edition. Oxford Press.

Media Resources

[Documentary: Wal-Mart: the high cost of low price. Brave New Films. Produced by Jim Gilliam](#)