

 <b>GRENOBLE ECOLE DE MANAGEMENT</b>	Grenoble Graduate School of Business  <b>Ethical Dimensions of International Business</b>	<b>Syllabus</b>
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<b>Program/ Intake</b>	Bachelor in International Business - 2014-2017	<b>Academic Year</b>	2016-2017
<b>Module Supervisor</b>	Rose Janna	<b>Department</b>	HOS

<b>Contact Hours</b>	30.0 hours	<b>Total Study Hours</b>	90.0 hours	<b>Coefficient</b>	1.0	<b>ECTS Credits</b>	5.0	<b>US Credits</b>	2.50
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<b>Module Description</b>	<p>In the contemporary setting of globalized business, individuals increasingly find themselves having to face ethically-charged criticisms and grapple with ethical dilemmas. The importance of ethical conduct in business has been brought sharply into focus over the past decade by a series of high profile business scandals and ongoing consequences of the financial crash in 2008. Resulting calls for a greater level of responsibility in business necessitate a more in-depth ethical reflection to better understand the global impacts of business and the contributions businesses can make to sustainable development in its widest sense.</p> <p>This module aims to raise students' awareness of some of the ethical issues that can confront an international and/or multicultural business, and seeks to develop their ability to analyze these in a critically informed manner. In addition, these sessions introduce students to elements of corporate social responsibility (CSR), the success of which depends not only on implementation factors, but also on the character and values of individuals working within the organization in question. Too often, individuals can feel powerless when confronted with value conflict.</p> <p>Consequently, through reflection and discussion on a macro and micro level, students are encouraged to better understand their role as future managers in regard to transforming ethical reflection into ethical action, thus better equipping them to voice their values and ensure personal integrity at work. A variety of theoretical perspectives from Western and Eastern philosophies will be brought to bear on a range of issues. In this way, students will develop their ethical "toolkits", and hone their abilities to effectively manage future business dilemmas, whilst still respecting their personal values.</p>
<b>Module Learning Outcomes</b>	<p>On completion of this module, the successful student will have:</p> <ul style="list-style-type: none"> <li>- Developed a greater appreciation of how ethical issues can arise in business, especially in international contexts.</li> <li>- Fully appreciated and honed their abilities to critically analyse the issues surrounding macro-level controversies in ethics, such as sustainability in development, stakeholder theory, and social contract theories of CSR.</li> <li>- Grappled through case studies with some of the micro-level ethical decisions that, as future managers, they may well face.</li> <li>- Gained an overview of a range of possible moral philosophies - from both West and East - which can be relevant to the activities of a business.</li> <li>- Begun to identify and articulate their own philosophical paradigm and personal value systems, and also develop their abilities for managing situations of value conflict.</li> <li>- Honed their personal moral decision-making "toolkit".</li> </ul>

**This module has a high level of contribution to the following learning goals for the program**

Learning goal 1 : **Considers the human, social and environmental consequences of business decisions and practices**

Demonstrates the capacity to identify an ethical dilemma and to take position based on his/her personal value system

Is able to identify and evaluate different alternatives on the basis of the consequences for the different stakeholders

Learning goal 2 : **Has developed effective communication skills**

Demonstrates clear and concise oral communication

Learning goal 2 : **Has developed critical thinking and problem-solving skills**

Is able to collect, in a relevant, organized and non-biased way, the necessary information and data

Is able to question the quality of the information used (rigour, reliability, value of evidence, etc.) and to identify and weigh opposing arguments and evidence fairly

<b>Teaching Method</b>	Each 3-hour session will consist of a mix of lectures and interactive class discussions in different sized groups. Students will also engage with case studies, simulations of ethical situations, plus be expected to read, reflect upon and discuss content about papers in class or on Moodle, provide constructive peer critique and reflect on personal experiences.
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Examination : 50 %</li> <li>• Continuous Assessment : 50 %</li> </ul> <p>Closed Book Examination: e.g. questions from readings, one case prepared in advance with unseen questions)            Continuous Assessment: e.g. group international ethics presentation and individual ethical dilemma argument/debate final paper</p>
<b>Textbook</b>	<p>Recommended: Crane, A and Matten, D (2010) 3rd International edition, Business Ethics, Oxford University Press.</p> <p>O'Sullivan, P. Smith, M. and Esposito, M. (eds.) (2012) "Business Ethics- A Critical Approach: Integrating Ethics Across the Business World" London: Routledge.</p> <p>Gentile, M.C. (2012) "Giving Voice to Values: How to Speak Your Mind When You Know What's Right", Yale University Press.</p>

<b>Bibliography</b>	<p>Beal, B.D. (2013) 'Corporate Social Responsibility: Definition, Core Issues and Recent Developments', Sage: Thousand Oaks, CA.</p> <p>Beauchamp, T. (2004) 'Case studies in Business, Society and Ethics', (5th end), Harlow: Pearson.</p> <p>Bendell, J. et al. (2009), 'The Corporate Responsibility Movement : Five Years of Global Corporate Social Responsibility Analysis from Lifeworth, 2001-2005', Greenleaf Publishing : Sheffield.</p> <p>Boatright, J.R. (2014) 'Ethics in Finance, (3rd end), (Foundations of Business Ethics Series), John Wiley &amp; Sons: West Sussex.</p> <p>Crane, M. et al. (2012) 'The Oxford Handbook of Corporate Social Responsibility' (Oxford Handbooks in Business and Management), Oxford University Press: Oxford.</p> <p>Fisher, C., Lovell, A. and Valéro-Silva, N. (2013) 'Business Ethics and Values', (4th student end), Harlow: Pearson.</p> <p>Gentile, M.C. (2012) 'Giving Voice to Values: How to Speak Your Mind When You Know What's Right', Yale University Press.</p> <p>Griseri, P. and Seppala, N. (2010) 'Business Ethics and Corporate Social Responsibility', South-Western, Engage Learning Business Press: EMEA.</p> <p>Hartmann, L. (2005) 'Perspectives in Business Ethics', (3rd Internl end) McGraw Hill: Maidenhead.</p> <p>Kelly M., (1999) 'Is Maximizing Returns to Shareholders a Legitimate Mandate? Beyond the Bottom Line', Berrett-Koehler.</p> <p>O'Sullivan, P. Smith, M. and Esposito, M. (eds.) (2012) 'Business Ethics- A Critical Approach: Integrating Ethics Across the Business World', London: Routledge.</p> <p>Trevino, L.K. and Nelson, K.A. (2014) 'Managing Business Ethics: Straight Talking About How to do it Right', (6th end), John Wiley &amp; Sons Inc.</p> <p>Velasquez, M. G. (2012) 'Business Ethics - Concepts and Cases', London: Pearson.</p> <p>Waddock, S. (2013) 'The Difference Makers: How Social and Institutional Entrepreneurs Created the Corporate Responsibility Movement', Greenleaf Publishing Ltd: Sheffield.</p>
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