



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6014 International Business Ethics - A Strategic Approach

Program

Master of Science in Business and Economics, Master of Science in Management

Responsible for the course

Heidi Høivik

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Objective

The aim of this course is to strengthen each participant's ability to identify, to reflect and respond to ethical management challenges in organizations. In addition students will analyze and discuss different strategic approaches to improving ethical behaviour in and of organizations.

Prerequisites

A bachelor's degree

Compulsory literature

Books:

Crane, Andrew and Dir Matten. 2004. Business ethics : a European perspective : managing corporate citizenship and sustainability in the age of globalization. Oxford: Oxford University Press

Other:

Additional articles and cases will be handed out. (preferably via webpage)

Recommended literature

Books:

Høivik, Heidi von Weltzien, ed. 2002. Moral leadership in action : building and sustaining moral competence in European organizations. Cheltenham: Edward Elgar

Zsolnai, Laszlo. 2004. Ethics in the economy : handbook of business ethics. 2nd unrevised ed. Oxford: Peter Lang Publishers

Course outline

The course is built around three themes: globalization, business ethics and effective strategies for ethics management. The theoretical core consists of a brief presentation of major moral philosophies which have provided the basis for rules and concepts of rightness and ethicalness. The focus is on their relevance with regard to the changing business environment. The practical core deals with applying and testing different methods of moral decision with concrete business cases. Most of the case material will be based on international examples, but current Norwegian experiences will be included where possible. Special attention will be given to understanding the hallmarks of an effective integrity strategy and how companies actually develop and sustain moral capabilities.

Critical reading of leading articles will be used to heighten participant's awareness of different perceptions regarding strategic ethics management.

Topics include:

- Basic issues: Ethics vs. Economics
- Ethical Theories Revisited
- Models for Ethical Reflection Processes
- Strategies for Business Ethics in a Global Context
- Strategies for Ethics Management
- Ethical Issues in the Context of Privatization and Deregulation
- Responsibility and Accountability: Regulation versus Self-Regulation

The learning mode of this course is action oriented. Several class discussions will begin with a prepared

case discussion or of an article. For this reason this course requires **maximum** student participation. Those who cannot attend classes regularly should refrain from taking this course.

Computer-based tools

None

Course structure

Lectures and class discussion.

Evaluation

Final term paper (groups of 1-2) (80%)

Participation in class (20%)

Evaluation code(s)

GRA 60145 (100%) accounts for 100 % of the final grade in the course GRA 6014.

Aids at the examination

All

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating.

These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.