



APPLIES TO ACADEMIC YEAR 2008/2009

GRA 6014 International Business Ethics - A Strategic Approach

Program

Master of Science in Business and Economics, Master of Science in Business and Economics (Strategy), Master of Science in International Marketing and Management, Specialization Course

Responsible for the course

Heidi Høivik

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Learning outcome

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 qualifying for admission to the MSc Program

Compulsory literature

Books:

Crane, Andrew and Dirk Matten. 2007. Business ethics: Managing corporate citizenship and sustainability in the age of globalization. 2nd ed. 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, ed. 2007. Ethics in the economy: Handbook of business ethics. 3rd unrevised ed. Oxford: Lang

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, 36 contact hours.

In this course class attendance is mandatory. Unexcused absence can result in a lower score. Specific Information regarding student evaluation will be provided in class.

Evaluation

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

Participation in class (20%)

All parts of the evaluation must be passed in order to obtain a grade in the course

Evaluation code(s)

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

Aids at the examination

All aids are allowed. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Makeup exam

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, 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 represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and 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.