

ETHICS & INTERNATIONAL BUSINESS
CURRICULUM FOR MBA PROGRAM

ETHICS

Assumptions:

1. Ethics teaching creates some awareness of the moral dimensions of individual and organizational attitudes and behavior. Virtuous behavior cannot be guaranteed by instruction.
2. Although law, morals, and ethics overlap, they are not identical.
3. The underlying philosophical foundation is derived from Western traditions. Alternative perspectives need to be mentioned.
4. Developing ethical sensitivity shall include: stakeholder interests, equity/equality issues, enlightened self interest, accountability, and considerations arising from pluralism.
5. Disciplinary specific coverage is determined by the core course: e.g. accounting issues in accounting, etc.
6. Each instructor may choose the particular pedagogical approach—the mix of lectures, readings, cases, role-playing, etc. However, the assigned topics **MUST** be covered and three hours in each course is allocated for ethics topics.
7. Overall assessment will be conducted in MGMT 6110, but some assessment is expected in each course.
8. The AACSB assessment for ethics will consist of a case chosen by the faculty committee assigned for each academic year. This same committee will grade the case responses using the adopted rubric. Each year the Dean and the Graduate Policy Committee will choose two faculty members to serve on the assessment board.
9. A variety of materials and web sites will be provided to instructors to assist them in developing their courses. Some faculty development money may be available for faculty who wish to go to workshops or take courses designed to assist faculty in teaching ethics.
10. In MGMT 6110, the international dimensions of ethics will be explored. Topics include multiculturalism, tolerance and its limits; cooperation and non-cooperation with governments, regulations, and laws; extra-territoriality and ethics regulation; international courts and legal evolution.

Philosophical Foundations:

Coverage of Philosophical Grounding of Ethics

- Divine Command (including Christian, Judaic, Islamic, & Hindu Traditions)
- Confucian Traditions and Natural Law
- Virtue Ethics—Plato and Aristotle
- Ethical Egoism—Hobbes, Smith (Moral Sentiments of Markets)
- Utilitarianism—Bentham and Mill
- Categorical Imperative
- Contract (Locke) and Justice (Rawls)
- Rights—Nozick
- Moral Relativism

The intersections and differences of morals, law, and ethics

Ethics and the Market Economy

- Pluralism
- Distinction between public and civil society
- Interests, Beliefs and “Special Interests”
- Concept of social responsibility (from Friedman to Coase to Marx)

Leadership and Organizational Ethics

- Habits of Ethical Leaders
- Individual Moral Philosophy
- Organizational culture and ethics
- Structure, motivation, and norms
- Ethics audits and codes of conduct

Environment and Ethics

- Regulatory and Market Approaches
- Sustainability
- International Dimensions

Finance, Fraud and Social Justice

- Economic Distribution
- Political Participation
- The Corporation as Actor
- Product Disclosure/Advertising
- Bribes, Kickbacks
- Abuse of Authority

Employee Rights and Individual Challenges

- The Social Contract
- Due Process
- Freedom of Speech, Privacy
- Safety
- Discrimination
- Whistle Blowing
- Individual Integrity

Science and Technology

- Privacy
- The Unknown
- Contemporary Issues:
 - Biotechnology
 - Nanotechnology
 - Weapons Research
 - Data Compilation and Access

Research and Information

- Surveys
- Experiments
- Security and Privacy
- Fair Use
- Impartiality and Disinterest
- Public use and Privileged information
- Political Issues: cooperation with governmental bodies and others

Curriculum:

Topic	Course	Time	Assessment
Philosophical foundations	MKTG 6050	3 hours	Exam question
Ethics and the Market Economy	ECON 6110	3 hours	Exam Question
Leadership and Organizational Ethics	MGMT 6020	3	
Environment and Ethics	MGMT 6060	3	
Finance, Fraud and Social Justice	FINA 6300	3	
Employee Rights and Individual Challenges	ACCT 6010	3	
Science and Technology Challenges	BISI 6130	3	
Research Uses and Abuses of Information	ECON 6010	3	

The Capstone course, MGMT 6110 will integrate ethics and international issues and serve as the assessment venue.

Note: During Fall 2007, there will be two mandatory ethics presentations: One in September and one in November. The one hour class dismissal for these lectures will satisfy one hour of course coverage on ethics. One lecture will focus on organizational issues and the other on ethical issues in a global economy.

INTERNATIONAL BUSINESS

Assumptions:

1. The international element is not limited to this formal curriculum. It is expected that cases, examples, and discussions will actively contain international dimensions. In particular, non-American students should be encouraged to contribute their experiences/perspectives throughout the program.

2. A single textbook will be selected. Students will purchase it their first term and use it throughout the program. Suggested text:
International Business: Strategy, Management, and the New Realities by S. Tamer Cavusgil, Gary Knight, John R. Riesenberger

Additional supplementary materials and websites will be available to the instructors.

3. Each instructor may choose the approach to covering the material, but these topics must be covered. Additional materials may be added.

4. There are several small assessments and a final one combined with ethics in MGMT 6110. See the ethics materials for the structure of this assessment.

Foundations:

Legal Aspects

- Corporate Governance
- Ownership Types
- International Governance—covenants, organizations, courts
- Intellectual and Real Property Rights and Enforcement of Contracts

Trade Theory

- Classical and Modern
- Endowments
- Patterns of International Trade and Investment
- Regional Economies and Regional Integration

Finance

- Currency: exchange rates, hedging, convertibility
- Central Banks and International financial institutions (banks, funds, IMF, etc)
- Investments and Returns
- Financial Crises and the International System

Accounting

- International Standards
- International Capital Budgeting
- Asset Valuation
- Counter-trade

Culture

- History, Language, etc. as determinants and carriers
- Religious and Political systems

Managerial Issues:

Human Resources

- Creating and Managing an international work force
- Expatriate selection, training, support
- Pay, benefits, and training
- The language of business and national issues

Market Entry

- Foreign Direct Investment
 - Cost/benefit
 - Patterns of investment
 - Political considerations
- Export/Import
- Joint Ventures
- Licensing, Franchising
- Outsourcing

Production and Supply Chain

- Location, monitoring, control of production
- Intellectual Property
- Global Sourcing
- Logistics
- Customs, taxes
- Information Technology

Consumer Patterns and International Products

- Attribute evaluation, product standards
- Distribution and Communication availability
- Pricing—local and global issues
- Brand Identity—localization vs. globalization
- Global R & D capabilities and location

Strategy

- Position in the value chain
- International vs. Global vs. Local
- Leveraging competencies and locations
- Cost pressures
- Identity
- Strategic Alliances

Curriculum:

MGMT 6020	HR and Legal
MGMT 6060	Production and Supply Chain
MGMT 6110	Strategy—case assessment
ECON 6110	Trade Theory—essay/project assessment
FINA 6300	Finance—essay/project assessment
ECON 6010	Culture
MKTG 6050	Consumer and Product—simulation performance assessment
ACCT 6010	Accounting
BISI 6130	Market Entry