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 ncnp-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
  Bribe, 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:**

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

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<th>Course Code</th>
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<tbody>
<tr>
<td>MGMT 6020</td>
<td>HR and Legal</td>
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<td>MGMT 6050</td>
<td>Production and Supply Chain</td>
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<tr>
<td>MGMT 6110</td>
<td>Strategy—case assessment</td>
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<td>MKTG 6050</td>
<td>Consumer and Product—simulation performance assessment</td>
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