



BENTLEY COLLEGE CENTER FOR BUSINESS ETHICS

Co-sponsored by Texas Instruments

2004 GADFLY WORKSHOP SYLLABUS AND MEETING SCHEDULE

Past Co-sponsors: GE Foundation

Guardsmark

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Monsanto

Sears, Roebuck

Verizon (formerly NYNEX and Bell Atlantic)

Facilitators: **Tony Buono**, Department of Management and
Department of Behavioral & Political Science
Robert Frederick, Department of Philosophy

Preparation/Background Reading:

- F. Reeves, "The Gadfly Business Ethics Project at Bentley College"
- F. Reeves, "Ethical Theories: Tools for Decision Making"
- M. Josephson, "Teaching Ethical Decision Making and Principled Reasoning"
- J. Laney, "The Education of the Heart"
- D.M. Messick & M. Bazerman, "Ethical Leadership and the Psychology of Decision Making"

WELCOMING RECEPTION **Monday, May 10 6:00 – 8:00** **Briar Room (3rd floor)**
Doubletree Hotel

DAY 1 **Tuesday, May 11 9:30-3:30** **Adamian Commons**

Background Reading:

- F. Reeves, "Some Tips for Integrating Ethics into Functional Courses"
- F. Reeves, "Tips on Leading a Case Discussion"
- K. Goodpaster, "Can Ethics Be Taught?"
- W.M. Hoffman, "Ethics in Business Education"
- R. Frederick & W.M. Hoffman, "Business Ethics in the Curriculum"

9:30 Workshop Introduction and Overview: The Center for Business Ethics and the Gadfly Program, **Tony Buono**

10:15 Pedagogical Reflections/Discussion: Lessons from the Classroom, **Bob Frederick**

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11:00 Philosophical Challenges of Ethical Reasoning: Presentation/Discussion with **Mike Hoffman, Executive Director, Center for Business Ethics**

Ethical Relativism and Egoism
Utilitarianism and Kant
Egalitarianism and Libertarianism
Corporate Applications

12:30 Working Lunch & Discussion

1:30 The Interconnection Between Ethics and Corporate Social Responsibility: A View from the Accounting Profession, Presentation/Discussion with **Barbara Kipp, Global Ethics and Business Conduct Leader, PricewaterhouseCoopers**

3:00 Day 1 Wrap-up and Reflections: The Ethical Point of View

DAY 2 **Wednesday, May 12 9:30 - 4:30**

Adamian Commons

Background Reading:

- M. Friedman, “The Social Responsibility of Business is to Increase Its Profits”
- J. Boatright, “What’s so Special about Shareholders?”
- A. Buono & L. Nichols, “Stockholder and Stakeholder Interpretations of Business’ Social Role”
- “Ethics without Philosophical Ethics: Some Commonly Accepted Ethical and Professional Principles”

9:30 Business Mind-sets about Ethics and Responsibility: Shareholder v. Stakeholder Views of the Firm, **Tony Buono**

10:30 Rose Thomas: Video and group case discussion
Discussion of principles, concepts and pedagogy for thinking about and teaching ethical business decision making

11:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from South Africa, **Lea Dippenaar, University of Pretoria**

12:30 Working Lunch & Discussion

1:30 Ethics Officer Association: Presentation/Discussion with **Ed Petry, Executive Director, Ethics Officer Association**

2:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from Argentina, **Amalia Milberg, IAE – Universidad Austral**

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3:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from Hungary, **Zsolt Boda, Budapest University**

DAY 3 **Monday, May 17 9:30 - 4:30** **Adamian Commons**

Background Reading:

- F. Reeves, “A Six-Step Case Method for Ethical Decision Making”
- P. Mirvis, Transformation at Shell: Commerce and Citizenship

9:30 “The Sexist Campaign” Video case
Continued discussion of principles, concepts and pedagogy for thinking about and teaching ethical business decision making

10:30 Transformation at Shell? Leadership Challenges in Commerce, Citizenship and Corporate Responsibility, **Bob Frederick**

11:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Vicki LaFarge, Department of Management, Bentley College**

12:30 Working Lunch & Discussion

1:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Brigitte Muehlmann, Department of Taxation, Bentley College**

2:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Howard Kanter, DePaul University**

3:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Linda McJannet, Department of English, Bentley College**

DAY 4 **Wednesday, May 19** **9:30 - 4:30** **AAC 242**
Diner/Reception **6:00 – 8:00** **Student Center**

Background Reading:

- “Moral Mazes: Bureaucracy and Managerial Work”

9:30 Ethics in Managerial Decision Making: Discussion

10:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from France, **Anne Tercinet, E.M. Lyon**

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11:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from Canada, **Alan Richardson, York University**

12:30 Working Lunch & Discussion

1:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Rajendra Sisodia, Department of Marketing, Bentley College**

2:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Julie Lockart, Western Washington University**

3:30 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Charles Malgwi, Department of Accountancy, Bentley College**

6:00 Reception and Dinner – Bentley Campus

DAY 5 **Thursday, May 20 9:00- 2:00** **AAC 242**

9:00 Integrating Ethics and Social Responsibility in Business and A&S Courses: **David Ortmeier, Department of Economics, Bentley College**

10:00 Integrating Ethics and Social Responsibility in Business and A&S Courses: A View from Norway, **Eldrid Gynnild, Norwegian School of Management**

11:00 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Patrick Scholten, Department of Economics, Bentley College**

12:00 Integrating Ethics and Social Responsibility in Business and A&S Courses: **Sue Newell, Department of Management, Bentley College**

1:00 Closing Lunch and Workshop Conclusion: Reflections and Discussion