2007 BENTLEY GLOBAL BUSINESS ETHICS SYMPOSIUM & TEACHING WORKSHOP

Sponsored by State Street Corporation

Universidad Pontificia Comillas de Madrid
June 18 – June 22, 2007

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SYMPOSIUM AND WORKSHOP AGENDA

Facilitators: Tony Buono, Department of Management and Bentley Alliance for Ethics & Social Responsibility
Bob 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, “Making Ethical Decisions”
- J. Laney, “The Education of the Heart”
- D.M. Messick & M. Bazerman, “Ethical Leadership and the Psychology of Decision Making”

WELCOMING RECEPTION  Sunday, June 17th 18:00 – 20:00  Husa Princesa Hotel, Madrid

DAY 1  Monday, June 18th 8:00 - 18:45  Universidad Pontificia Comillas de Madrid
Reception  19:00

SYMPOSIUM:  Business Ethics and Corporate Social Responsibility:
Different Sides of the Same Coin?
A Comparison of European and North American Perspectives

Center for Business Ethics
A Partner in the Bentley Alliance for Ethics & Social Responsibility
DAY 2 Tuesday, June 19th 9:00 – 17:00 Universidad Pontificia Comillas de Madrid

Background Reading:
- F. Reeves, “Some Tips for Integrating Ethics into Functional Courses”
- K. Goodpaster, “Can Ethics Be Taught?”
- W.M. Hoffman, “Ethics in Business Education”
- R. Frederick & W.M. Hoffman, “Business Ethics in the Curriculum”
- R. Frederick, “Reflections on Teaching Difficult Ethical Problems”

9:00 Welcome and Introductions
Workshop Introduction and Overview: The Center for Business Ethics and the Bentley Alliance for Ethics & Social Responsibility, Tony Buono

9:30 Pedagogical Reflections/Discussion: Lessons from the Classroom I
A Curriculum-wide Approach to Infusing Ethics, Tony Buono

10:00 Break

10:15 Pedagogical Reflections/Discussion: Lessons from the Classroom II:
Business Ethics Cases and Emotions: Some Pedagogical Issues, Bob Frederick

11:30 The Javier Benjumea Chair, Business Ethics Education at Universidad Pontificia Comillas, Jose Luis Fernandez Fernandez, Universidad Pontificia Comillas

12:30 Working Lunch & Discussion

14:00 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 / Business Applications

16:00 Break

16:15 Wrap-up and Reflections

Center for Business Ethics
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DAY 3		Wednesday, June 20th	9:00 – 17:30	Universidad Pontificia Comillas de Madrid

**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, “Shareholder and Stakeholder Interpretations of Business’ Social Role”
- “Ethics without Philosophical Ethics: Some Commonly Accepted Ethical and Professional Principles”
- T. Donaldson, “Values in Tension: Ethics Away from Home”

**9:00** Business Mindsets about Ethics and Responsibility: Shareholder v. Stakeholder Views of the Firm, *Tony Buono*
Role Play Case Discussion & Exercise: The Panalba Decision

**10:30** Break

**10:45** Using Business Ethics Videos: “Rose Thomas” video and group case discussion.
Discussion of principles, concepts and pedagogy for thinking about and teaching ethical business decision making, *Bob Frederick*

**12:00** Working Lunch & Discussion

**13:00** Issues in International Business Ethics, Case/Discussion, *Bob Frederick & Tony Buono*

**INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS AND A&S COURSES**

**14:00** Joe Weiss, *Bentley College*

**14:40** Javier Carrillo, *Instituto de Empressa Business School*

**15:20** Break

**15:30** Ann Jennings, *University of Houston- Downtown*

**16:10** Garry McDaniel, *Franklin University*

**16:50** Kristina Minnick, *Bentley College*

*Center for Business Ethics*
*A Partner in the Bentley Alliance for Ethics & Social Responsibility*
DAY 4 Thursday, June 21st 9:00 – 21:00 Universidad Pontificia
Dinner Comillas de Madrid

Background Reading:
- R. Jackall, “Moral Mazes: Bureaucracy and Managerial Work”

INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS AND A&S COURSES

9:00 Tracy Noga, Bentley College

9:40 Marcus Stewart, Bentley College

10:20 BREAK

10:30 Renuka Kamath, S.P. Jain Institute of Management and Research

11:10 Samir Dayal, Bentley College

11:50 Angelique Davi, Bentley College

12:30 Working Lunch & Trip to Toledo

21:00 Return to Madrid Workshop Dinner Time and Location TBA

DAY 5 Friday, June 22nd 9:00 – 13:00 Universidad Pontificia
Comillas de Madrid

INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS AND A&S COURSES

9:00 Patricia Kelley, University of Washington

9:40 Jay Sultan, Bentley College

10:20 BREAK

10:40 Virginie Vial, Euromed Marseille School of Management

11:20 Earl Avery, Bentley College

12:00 Closing Lunch and Workshop Conclusion

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