2006 BENTLEY GLOBAL BUSINESS ETHICS SYMPOSIUM & TEACHING WORKSHOP

Sponsored by State Street Corporation

May 22 – May 26, 2006

Past Sponsors:  GE Foundation
Guardsmark
Liberty Mutual
Monsanto
Sears, Roebuck
Texas Instruments
Verizon (formerly NYNEX & Bell Atlantic)

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, May 21    6:00 – 8:00 p.m.    Doubletree Hotel

DAY 1      Monday, May 22nd    8:00 a.m. - 6:30 p.m.      Executive Dining Room
           3rd Floor
           LaCava Campus Center

Symposium: Corporate Social Responsibility in the 21st Century:
Coping with Globalization

Center for Business Ethics
A Partner in the Bentley Alliance for Ethics & Social Responsibility
DAY 2  Tuesday, May 23rd  9:00 – 4:30  LaCava 325AB
3rd Floor
LaCava Campus Center

Reception 4:30 – 6:00

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:
Reflections on Teaching Difficult Ethical Problems, Bob Frederick

11:00 Challenges in Incorporating Ethics in Discipline-based Courses:
Competitive and Marked-based Constraints: S. Prakash Sethi, International Center for Corporate Accountability, Inc. and Baruch College/CUNY

12:00 Working Lunch & Discussion

1:00 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

3:00 Break

3:15 AACSB Ethics Education Resource Center: Experiential Exercises, Cases and Related Materials for Teaching Business Ethics, Linda Ferrell, University of Wyoming

4:00 Wrap-up and Reflections

4:30 Reception: Bentley Business Ethics “Gadfly” Alumni Faculty Dining Room

Center for Business Ethics
A Partner in the Bentley Alliance for Ethics & Social Responsibility
Global Business Ethics Symposium & Teaching Workshop - 3

DAY 3  Wednesday, May 24th  9:00 – 6:00  LaCava 325AB

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”

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

10:15  Break

10:30  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

1:00  Issues in International Business Ethics, Case Discussion, Bob Frederick & Tony Buono

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

2:00  Greg Unruh, Thunderbird University

2:45  Gayle Porter, Rutgers, The State University of New Jersey

3:30  Break

3:45  Arthur Shacklock, Griffith University (Australia)

4:30  Mahendra Gujarathi, Bentley College

5:15  Jeanne Calderon, New York University
DAY 4  Thursday, May 25th  9:00 - 5:00  LaCava 300AB
Dinner  5:30 - 8:00  Student Lounge/Student Center

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

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

9:00  Mike Bravo, *Bentley College*

9:45  Ruth Alas, *Estonian Business School*

10:30  BREAK

10:45  Miguel Olivas-Lujan,  *Tecnológico de Monterrey (Mexico) and Clarion University Pennsylvania*

11:30  Anne Rawls, *Bentley College*

12:15  Working Lunch & Discussion  LaCava 300AB

1:15  “The Sexist Campaign” Video case, *Bob Frederick*

Continued discussion of principles, concepts and pedagogy for thinking about and teaching ethical business decision making

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

2:00  Eric Hauer, *Vienna University of Economics and Business Administration*

2:45  Diana Haladay, *Bentley College*

3:30  BREAK

3:45  Senthil Kumar, *ICFAI Business School, India (Visiting Bentley College)*

4:30  Anne Barraquier, *CERAM Sophia Antipolis School of Business (France)*

5:30  Cocktails/6:00 Dinner  Student Lounge/Student Center

*Center for Business Ethics  
A Partner in the Bentley Alliance for Ethics & Social Responsibility*
INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS AND A&S COURSES

9:00 George Miaoulis, Lynchberg College

9:45 Irvin Morgan, Bentley College

10:30 Lucy Vannata-D’Aprile, Victoria University (Australia)

11:15 BREAK

11:30 Paul Melendez, University of Arizona

12:15 Vishwanathan Iyer, ICFAI Business School, India (Visiting Bentley College)

1:00 Diane Moul, Bentley College

Closing Lunch and Workshop Conclusion