2011 BENTLEY GLOBAL BUSINESS ETHICS SYMPOSIUM & TEACHING WORKSHOP

Sponsored by the State Street Foundation

May 23 – May 27, 2011

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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”
• K. Goodpaster, “Can Ethics Be Taught?”
• 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”
• B. Frederick, “What is Common Sense Morality?”

WELCOMING RECEPTION  Sunday, May 22nd  6:00 – 8:00 p.m.

Center for Business Ethics
A Partner in the Bentley Alliance for Ethics & Social Responsibility
Day 1

Monday, May 23rd
8:00 a.m. – 6:00 p.m. Euromed Management
Reception
6:00 – 7:30 p.m. Campus

SYMPOSIUM:
Stakeholder Engagement in Practice:
Global Challenges, Possibilities, and Limitations

Day 2

Tuesday, May 24th
9:00 – 5:00 Euromed Management
Campus

Background Reading:
- F. Reeves, “Some Tips for Integrating Ethics into Functional Courses”
- 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 -9:30 Welcome and Introductions
Workshop Introduction and Overview: The Center for Business Ethics and the
Bentley Alliance for Ethics & Social Responsibility, Tony Buono

9:30-10:30 Pedagogical Reflections/Discussion: Lessons from the Classroom I:
A Curriculum-wide Approach to Infusing Ethics, Limitations & Possibilities
Tony Buono

10:30-10:45 Break

10:45-12:00 Pedagogical Reflections/Discussion: Lessons from the Classroom II:
Business Ethics Cases and Emotions: Some Pedagogical Considerations, Bob
Frederick, Bentley University

12:00-1:30 Working Lunch and Discussion

1:30-3:30 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

3:30-3:45 Break

3:45-4:15 Philosophical Challenges of Ethical Reasoning Part II: Q&A with the
Euromed Management Responsible Business Network

4:15-5:00 Day 2 Wrap-up and Reflections

Center for Business Ethics
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DAY 3  Wednesday, May 25th  9:00 – 5:30  Euromed Management Campus

**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”
- F. Reeves, “Ethics without Philosophical Ethics: Some Commonly Accepted Ethical and Professional Principles”
- T. Donaldson, “Values in Tension: Ethics Away from Home”

**9:00-10:30**  Business Mindsets about Ethics and Responsibility: Shareholder v. Stakeholder Views of the Firm, *Tony Buono*
Role Play Case Discussion & Exercise: The Panalba Decision

**10:30-10:45**  Break

**10:45-12:00**  Giving Voice to Values, *Mary Gentile, Aspen Institute*

**12:00-1:00**  Working Lunch and Discussion

**1:00-2:00**  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*

**INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS COURSES and CORPORATE TRAINING**

**2:00-2:45**  Larry Kalbers, *Loyola Marymount University, US*

**2:45 – 3:30**  Jolene Lampton, *Park University Austin, US*

**3:30-3:45**  Break

**3:45-4:30**  Ben Shaw, *Bond University, Australia*

**4:30-5:15**  Samir Dayal, *Bentley University, US*

**5:15-5:30**  Day 3 Wrap-Up and Reflections

*Center for Business Ethics*
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DAY 4 Thursday, May 26th 9:00 – 6:00 Euromed Management Campus

Background Reading:

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

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

9:00-9:45 Moral Mazes, Article discussion, Bob Frederick, Bentley University

9:45-10:30 Patricia Flynn, Bentley University, US

10:30-10:45 BREAK

10:45-11:30 Kajsa Adu, Ashesi University, Ghana

11:30-12:15 Serap Atakan, Istanbul Bilgi University, Turkey

12:15-1:15 Working Lunch and Discussion

INTEGRATING ETHICS & SOCIAL RESPONSIBILITY

1:15-2:00 Ignacio Ferrero, University of Navarre, Spain

2:00-2:45 Joni Seager, Bentley University, US

2:45-3:00 Break

3:00-3:45 Prem Ramburuth, University of New South Wales, Australia

3:45-4:30 Isabelle Pignatel, Euromed Management, France

4:30-5:15 Kakaire Fred, Multitech Business School, Uganda

5:15-6:00 Breeda Comyns, Euromed Management, France

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

9:00-9:45 Aaron Nurick, Bentley University, US

9:45-10:30 Virginia Mauer, University of Florida, US

10:30-10:45 BREAK

10:45-11:30 Elizabeth Franklin-Johnson, Euromed Management, France

11:30-12:15 Hui Yun Yu, National Yunlin University of Science and Technology, Taiwan

12:15-1:00 Shawn Hauserman, Bentley University, US

1:00 Closing Lunch and Workshop Conclusion