2010 BENTLEY GLOBAL BUSINESS ETHICS
SYMPOSIUM & TEACHING WORKSHOP

Sponsored by the State Street Foundation

May 17 – May 21, 2010

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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 16th 6:00 – 8:00 p.m. DoubleTree Guest Mezzanine Room Suites, Waltham

DAY 1 Monday, May 17th 8:00 a.m. – 5:00 p.m. LaCava Campus Center Reception 5:00 – 6:30 p.m. (3rd Floor) Bentley University

SYMPOSIUM: What is Sustainability?
Differing Perspectives on Sustainable Business Practice in the Global Context

Center for Business Ethics
A Partner in the Bentley Alliance for Ethics & Social Responsibility
DAY 2  Tuesday, May 18th  9:00 – 5:00  LaCava Campus Center 325  
Bentley University

**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 Mike Hoffman

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

*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 19th  9:00 – 5:30  LaCava Campus Center 325  Bentley University

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  Melissa Samuelson, Thunderbird University, USA

2:45 – 3:30  Fred Kakaire, Multitech Business School

3:30-3:45  Break

3:45-4:30  Mystica Alexander, Bentley University

4:30-5:15  Fred Calvert & Cynthia Brusman, Executive Jet Management

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

Center for Business Ethics
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DAY 4  Thursday, May 20th  9:00 – 5:30  LaCava Campus Center 325  
Bentley University  
Workshop Reception and Dinner 5:30 – 7:30  Student Center  
Bentley University  

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  Maureen Goldman, Bentley University  
10:30-10:45  BREAK  
10:45-11:30  Joanne Lawrence, Hult International Business School  
11:30-12:15  Fred Ledley, Bentley University  
12:15-1:15  Working Lunch and Discussion  

INTEGRATING ETHICS & SOCIAL RESPONSIBILITY  

1:15-2:00  Anthony Elbow Spio, Ashesi University  
2:00-2:45  Eugene Jaffe, Ruppin Academic Center, School of Social Sciences and Management  
2:45-3:00  Break  
3:00-3:45  Samir Abuznaid, Hebron University  
3:45-4:30  Liora Katzenstein, ISEMI – Entrepreneurship Israel  
4:30-5:15  Mohammad Bader, Al-Quds University  
5:30  Workshop Reception & Dinner  

Center for Business Ethics  
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INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS AND A&S COURSES

9:00-9:45  Alina Chircu, Bentley University

9:45-10:30  Noha El-Bassiouny, The German University in Cairo

10:30-10:45  BREAK

10:45-11:30  Bruce Kibler, University of Wisconsin-Superior

11:30-12:15  Bryan Snyder, Bentley University

12:15-1:00  Aron Zylberman, Tipo Consultores Associados & Tania Casado, University of São Paulo

1:00  Closing Lunch and Workshop Conclusion