BENTLEY COLLEGE CENTER FOR BUSINESS ETHICS

Co-sponsored by Texas Instruments

2004 GADFLY WORKSHOP
SYLLABUS AND MEETING SCHEDULE

Past Co-sponsors: GE Foundation
Guardsmark
Liberty Mutual
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

A Partner in the Bentley Alliance for Ethics & Social Responsibility
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”

      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

A Partner in the Bentley Alliance for Ethics & Social Responsibility
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

A Partner in the Bentley Alliance for Ethics & Social Responsibility
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 Ortmeyer, 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