

MBAC 6000 “The Socially Responsible Enterprise” 2011 Class Roadmap

Note: Course content and scheduling changes will happen in response to student feedback, instructor whimsy, and other forces of nature.

Therefore, the course website is the *only* definitive and up-to-date source of class schedule, topic, reading and assignment information.

The grid below is provided as a convenient overview, but contents will change. An updated schedule grid (“roadmap”) will be maintained at all times on MyLeeds

Wk	Topics	Proceedings Lecture (L), Speaker (S), Individ. exercise (I), Group exercise (G), Class/case discussion (C)	Key Concepts Ethical Perspectives (E), Overarching Business Concepts (O), Tools and Take-Aways (T)	
Introductory Concepts & Ethical Business Toolkit				
1	<i>Introduction and Background; Personal Values and Purpose in Business</i>	(1/10) Syllabus review and background discussion	<ul style="list-style-type: none"> • L: Intro to topic and course approach; syllabus review, q&a 	T: Roadmap; assignments, expectations & grading T: Values Inventory
		(1/12) Values: Conscious Business Framework	<ul style="list-style-type: none"> • S: Jenna Buffaloe, Axient Consulting • I: Personal values “coat of arms” 	E: Personal values in sustainable & SR work / business T: Conscious Business Framework
2	<i>Introduction and Background; Personal Values and Purpose in Business</i>	(1/17) Martin Luther King Day	No Class	
		(1/19) Values in conflict: Personal Ethical Dilemma (PED)	<ul style="list-style-type: none"> • L: Ethical dilemmas = values in conflict • I: In-class PED writing exercise 	E: Explore personal ethical dilemmas
3	<i>Ethical Theories; Decision Making Tools</i>	(1/24) Ethics: Three theoretical approaches to business ethics	<ul style="list-style-type: none"> • S: Corey Ciocchetti, Univ of Denver • C: Can moral philosophy be practical? 	E: Overview and application of Consequentialist (Utilitarian), Deontological, and Virtue Ethics
		(1/26) Ethical decision-making & stakeholder analysis	<ul style="list-style-type: none"> • L: Decision and stakeholder tools • G: Pinto and Toyota cases 	T: Ethical decision making tool T: Stakeholder analysis tool
4	<i>Business Purpose in Society; Personality and Temperament</i>	(1/31) Business purpose in society	<ul style="list-style-type: none"> • G1: Taking sides - is increasing profits the only social responsibility of business? 	E: Multiple perspectives on business’ societal role
		(2/2) Personality: The role of temperament	<ul style="list-style-type: none"> • S: Rob Toomey, Speedreading People • C: MBTI & temperament discussion 	E: Temperament & personality in business ethics T: MBTI; “Speedreading People”
Current Events and Classic Cases				
5	<i>Current Events: Financial Crisis</i>	(2/7) Ethics and values in conflict in the derivatives market	<ul style="list-style-type: none"> • S: Jeff Peck, former VP at Credit Suisse in Zurich; Promacher Consulting 	O/E: Discussion and application of our Toolkit in the context of the financial crisis
	<i>Current and Classic Cases</i>	(2/9) Merck, Red Cross, Toyota recalls, and Massey Mining	<ul style="list-style-type: none"> • L: Cases & archetypal ethical challenges • G2: Group case discussions and findings 	O/E: Concrete and refined understanding of “classic” and current cases of ethical business challenges
Business Activity Viewpoints and Cases				
6	<i>OB & HR: Employees, Incentives, Culture & Change</i>	(2/14) Ethics and the manager	<ul style="list-style-type: none"> • L: Managing HR “basics” • L: Managing for ethical conduct 	O: Management and incentive systems T: Employment law “do’s and don’ts”
		(2/16) Organizational culture: Enron and “Boiler Room”	<ul style="list-style-type: none"> • L: Cultural systems & org. change • G3: Org analysis and change strategies 	O: Core concepts of organizational culture and change T: Culture audits and organizational change strategies
7	<i>Operations: Ethical views of the value chain</i>	(2/21) Stakeholder impacts and Sustainability certifications	<ul style="list-style-type: none"> • L: Supply chain sustainability & ethics • C: The certification decision 	T: Guide to certifications and standards
		(2/23) Supply chain stakeholder analysis: the case of Fair Trade	<ul style="list-style-type: none"> • G4: Group case discussions and debate 	O: The role of interest groups (NGOs) in corp strategy E: Environmental and ethical sourcing decisions
8	<i>Leadership & Governance Decision-making in the C-Suite</i>	(2/28) Whistleblowing: “The Insider”	<ul style="list-style-type: none"> • C: Whistleblowing • L: Concepts in ethical leadership 	E: Corporate whistleblowing case study
		(3/2) Business leaders: ethical governance and leadership	<ul style="list-style-type: none"> • G5: Ethical leadership strategies 	E: Characteristics of ethical leaders O: ID of ethical leadership & mgmt strategies

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Business Activity Viewpoints and Cases (cont.)				
9	<i>Marketing & Sales Ethics and the Consumer as Stakeholder</i>	(3/7) Marketing social and environmental responsibility	S: Alex Bogusky, Crispin, Porter, Bogusky (to be confirmed)	O: Overview of ethical (and unethical), sustainability-oriented & cause-based marketing strategies & tactics
		(3/9) Applying ethical marketing and sales principles	L: Is marketing ethics an oxymoron? C: Can you market & sell <i>this</i> ethically?	O: Consumer law (product safety) and advertising law E: Ethical marketing cases (lottery, payday loans, etc.)
10	<i>Acct'g & Finance Performance, Compliance and Reporting</i>	(3/14) Non-financial accounting and reporting	L: Non-financial accounting & reporting C: TBL accounting: examples, pros & cons	O: Accounting reform (Sarbanes-Ox., etc.) and trends T: Non-financial & TBL accounting resources
		(3/16) “Inside Job” (film) – Revisiting the financial crisis	G6: Group session on the recently-released film “Inside Job”	T: TBD
	<i>Spring Break</i>	(3/21) No class (3/23) No class		
Integration, Review and Reflection				
11	<i>Rules of the Road: Ethical and legal standards at home and abroad</i>	(3/28) Keeping it ethical – the role of the Corporate Ethics Office	S: Caroline McMichen, Molson-Coors	E: Corporate ethics office case study
		(3/30) International business ethics	L: Int’l business ethics C: Class discussion	O: Multinationals, int’l treaties, FCPA E: Ethical stds in different cultures
12	<i>Review (Report-Out) & Discussion of Group Findings</i>	(4/4) Group Findings Reports 1	C: Review and discussion of group findings reports (G1-3)	E: Condensed review of key findings, concepts, strategies and tactics derived from group process
		(4/6) Group Findings Reports 2	C: Review and discussion of group findings reports (G4-6)	E: Condensed review of key findings...
13	<i>Revisiting Business and Personal Purposes and Roles</i>	(4/11) Review and wrap-up	C: Selected questions and topics from a dozen weeks of class	E: High-level (not comprehensive) review of concepts and topics covered over the course of the semester
		(4/13) FCQs & Exam Q&A	I: FCQs; Exam Q&A	
14	<i>Final Exam</i>	(4/18) Final Exam	I: 2.5 hour final exam	Final exam will be held from 9:30am to 12:00pm on Monday, April 18 Rooms: S110 (001) and S125 (002)

Note: Regarding group sessions – subscript numbers indicate *peer graded* group work sessions (G11/31, G2 2/9, G3 2/16, G4 2/21, G53/2, G63/16). Group composition and roles will be randomly assigned for every group session. See syllabus for details. Group assignment schedule posted on course homepage.