IPW 2012 – Course Topics

Group	Name of lecturer	Course topic
Group 1	David Moriez France	**HUMAN RESOURCE (HR) ETHICS**. Approach to business ethics : learn about comtemporary HR ethical issues (recruiting, disciplining, dismissing), know how your Human Resource Management approach can affect people, make research and present findings. Main content: the objective is to help students in understanding how Ethics influences the ways future Human Resource Management (HRM) will be conducted. By the end of the course, students should be able to know about major equal opportunity laws, how to ethically gather background information about applicants, how to ethically question job candidates during job interviews and how to make ethical disciplinary decisions. When preparing for the 2012 IPW, we gathered interviews and videos with STARBUCKS, LOOKHEED MARTIN CEOs... We also developed business cases on DELL, PATAGONIA... The course is lectured by Prof. David MORIEZ, PhD (current), MBA, BA, Professional Member of the International & French Societies for Human Resource & Management (SHRM)(AGRH).
Group 2	Barbara Weitz Germany	**The legal basis for business ethics from a German lawyer's perspective** Subject of the course will be an examination of how the general concept of business ethics has been considered and shaped by the German legislator and the courts. Throughout, the influence of EU-law on substantial areas of the law will be analyzed. The order of the analysis is as follows: - Constitutional law - General contracts law - Contractual protection of special groups (in particular tenants, employees, consumers - General commercial law - Legal system concerning "compliance" issues (corruption, cartel, tax evasion) - Corporate law including special issues for listed companies - Overall trends, outlook The students will be asked to actively participate on the basis of exemplary case studies.
Group 3	Maurice Roche Germany	**Business ethics and young consumers**. This course will be an analysis of the strategies used by unscrupulous firms to target young people and the social impact of this. It will also focus on how the changing nature of our society leaves young people more vulnerable and students will be expected to research and discuss the evolution of this phenomenon.
Group 4	Andrew Armstrong UK	**The Role of Ethics in Banking and Finance** The approach to business ethics is to introduce students to some of the main topics and debates in ethical banking and finance. These sessions offer an opportunity to gain a greater understanding and study the theoretical basis of personal ethical conduct, how personal values impact on the participants daily living and banking and financial institutions approach in managing ethical issues. On successful completion, participants should understand and critically appreciate key theoretical and practical aspects on individual motivation and the drivers in banking and financial services ethics. Main content: The sessions initially introduce the student to the concept of right and wrong. Thereafter they drill down through layers such as personal ethics, personal ethical implications of fraud, organisational fraud, good corporate governance, business ethics in banking , culminating in the use of control structures to enforce compliance and ethical behavior. Learning objectives Achieve knowledge and understanding of: 1. Theoretical foundations and debates underpinning personal and organisational ethical behavior. 2. Accountability and social responsibility in business ethics. 3. Regulation and standards of ethical behavior. 4. The management and operation of ethics in banking and finance. 5. Ethical conflict in banking and finance reporting 5. Teaching and learning methods A range of learning methods will be utilised, including presentations, case studies, group discussions, individual work and team work to allow the student to: 1. Develop critical appreciation of theory and practice of banking and finance reporting. 2. Analyse and discuss developments and academic debates surrounding ethics in banking and finance. 3. Make use of multimedia and academic resources. 4. Develop team work, presentation, writing and oral communication skills.

Group 5	William Scarff UK	**International business ethics and corporate social responsibility** The course focus on international business ethics and corporate social responsibility. Business ethics, as a set of practical concerns dates back many centuries. Corporate Social Responsibility (CSR) is a new way of looking at these concerns. Many organisations have chosen to adopt CSR practices to set them apart from the competition.Business activities directly affect many different groups such as employees, customers, suppliers. Business can indirectly influence the prosperity of local and national communities, and the physical environment. CSR-focused companies work beyond legal requirements to encourage constructive positive action around areas of community investment, human rights (such as child labour), employee relations, environmental practices and the ethical conduct of all its employees. The personal ethical standards and judgements of decision makers have also been questioned by members of the public and the media. The contexts can be national or international or both**.**
Group 6	Alexandros Dimitriadis France	**SRI Funds** Socially Responsible Investment (SRI) is, in essence, constructing an investment portfolio using more than just accounting data. It has been promoted, by professionals and academics alike, as a way of moralizing investment procedures. Main content. Modern Portfolio Theory basics , Financial analysis criteria, Extra-financial analysis criteria, Fund Managers & Analysts, Asset management firms & organization of investment funds Brokers, rating agencies & diffusion channels Learning objectives. By the end of the curse students should be able to describe how an investment fund is set up, differentiate between a typical & an SRI fund, and eventually answer for themselves the fundamental question "are SRI funds substantially more ethical than typical funds?". Teaching and learning methods: Lectures, supported by powerpoint slides; group assignments using real figures.
Group 7	Pascal de Vries Netherlands	**Moral choices made visible in (the marketing of) consumer goods.** Relationship between talking about ethics and business and doing ethics and business. Content: What can companies learn from (vegan) ethics? And should they incorporate it? A business case Learning objectives:Practice what you preach? Practical implications and complications of being ethical, "Doing the ethics", Being ethical as an business opportunity, Overview on the subject, How do companies use internet to make heir morals visible Teaching and learning methods: Lectures, Case, Workshop/Group discussions, literature **Students participating in this course should be willing to actively practice vegan ethics for one week ! (learning by doing)**
Group 8	Menno De Lind van Wijngaarden Netherland	The name **Sustainable Management** is often used to refer to the relation between business and the external environment. This course will tackle sustainability issues at 3 levels. At the global level there are the sustainable development issues, like inequality and the deterioration of the natural environment. The next level is the role that business can have in dealing with these issues. Business that is active in sustainability is often called Corporate Social Responsible (CSR) and applies the People, Planet, Profit model. At the individual level the entrepreneur has to make business decisions that create balance between people, planet and profit. This leads to ethical dilemmas that are not easy to solve. The central question is: How to become a goodbusiness; remaining profitable while addressing the social and environmental issues? This course will introduce you to the sustainability issues and shows you the ethical dilemmas that business has to deal with.
Group 9	Yael Brenner Netherland	**Ethical issues in the context of 'globalisation'** During the course we will discuss a number of socio-economic dilemmas that typically occur as a result of globalised business. These will include mainly topics that are addressed by civil society movements and anti-globalist movement's concern with the increasing gap between rich and poor. We will be discussing the role of business in this context. One form of work will be analysing documentaries.

Group 10	Françoise De Waele Belgium	**Learning how to manage an ethical project - A Metropolia case**. The introduction to the subject of Project Management, based on an ethical project that could be developed by students at Metropolia. The students learn about all stages of project development, and go through some of the stages of project development themselves (from selection of ethical ideas to planning) using some simple templates but would not have to implement the project itself. This makes it possible to have a more interesting ethical project to think of.
Group 11	Laura Juarez Spain	**MARKETING ETHICS** Practicing ethics in marketing means deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behavior, and practice in the organization. Not employing ethical marketing practices may lead to dissatisfied customers, bad publicity, a lack of trust, lost business, or, sometimes, legal action with special atention to ethical issues in marketing to children. Analyzing American marketing association code of Ethics, why marketing ethics is important, convencing students that ethics matters, read and discuss different articles, as an examples: marketing to kids: the born to buy generation", "woman abuse in advertising", "excessive marketing for luxury, fun and enjoyment of life". Analyze and discuss case studies for different international companies
Group 12	Lilian Snellman Finland	**Perspectives on Ethical Leadership** The main focus of the course will be on management and leadership in general and on ethic leading and managing in particular. Leadership will be explored form the ethical perspective taking into consideration the specific characteristics and ways of behaving and interacting of an ethical leader. Learning outcomes of the course: upon the completion of the course the students will know what ethical leadership means in managing different organizations, how ethical leaders behave, how they lead themselves and followers as well as how they manage the whole organizational environment including diversified stakeholders. The students will add their knowledge about ethical values and of how such values impact management and leadership and particularly deepen their knowledge of how ethical leaders apply moral values in their social interaction. Additionally, the students will gain understanding how ethics is manifested in leaders´ every-day working situations in diversified organizational settings.
Group 14	Ferkan Kaplanseren Turkey	**Business Information Systems** Security, privacy and ethical issues. Content: Business Information Systems. Information System and Information Technology Infrastructure and emerging technologies. E-Business, Social commerce, Mobile commerce and Pervasive computing Information system security and privacy Ethical and social issues in Business Information Systems

Group 15	Michelle Davey UK	**Building Ethical Business Practice** This is an experiential course in which students will develop operating guidelines (an ethical framework) for a business via consideration of a set of internationally focussed ethical dilemmas faced by the business. This course aims to provide students with an appreciation of basic ethical principles, the ability to apply this capability to management and decision making practice and to appreciate different cultural, interest-based and national perspectives. It develops studentsappreciation of the status of moral and ethical statements and of their rationale. It introduces students to theoretical foundations through which they will establish and justify moral standpoints and apply them to the workplace. Main content: This course develops students' ability to incorporate ethical considerations into management decision making through consideration of a series of internationally focussed business dilemmas. It will introduce students to issues such as leadership and democracy in decision making; ethics, truth and the law; rights and responsibilities; community, society and the environment; ethical issues in marketing, international trading and the labour market. Students will spend the week running a business. On the first day they will establish a set of operating guidelines (an ethical framework) for their business. Throughout the week they will face a series of business dilemmas that will require them to consider ethical issues from an international perspective. They will use ethics theory and business research to explore each dilemma, agree a resolution to the dilemma, and review their operating guidelines as a consequence of their experience. The development of their 'ethical framework' through the week will record their learning.
Group 16	Eli Jacobs & Sheilla Ferraz Luz UK	**Applying Moral Frameworks to business activities & examples of Free Market failures** Day One: A discussion of Milton Friedmans position that organisations have no moral responsibilities other than to make profits. Day Two: Applying philosophical theories to real world practices. Can bad outcomes be considered morally correct? How can we judge organisational behaviour? Day Three: Price Fixing arrangements who benefits? Who loses out? Day Four: The use of vertical restraints in business contracts- Case studies Learning Objectives Students to be able to 1) Explain & discuss and evaluate the views of Milton Friedman against CSR. 2) Explain & discuss and evaluate philosophical ethical frameworks teleological, deontological and the duties of care 3) Explain & discuss the reasons why businesses engage in price fixing and the consequences for rivals, for consumers, for markets and for countries. Learn how the UK is curbing price fixing arrangements. 4) Explain and discuss vertical restraints and the rational for their use. Learn to identify in different contexts when these practices are used with no benefit for consumers. Teaching Methods We will use a blended approach including formal lectures/ pair activities/ video clips and case studies. Student participation is important and will be actively encouraged throughout.
Group 17	Claude Alavoine France	**ETHICS IN INTERNATIONAL NEGOTIATIONS** Most of the negotiators have a tendency to complain about the unethical aspects of the tactics used by their counterparts while, at the same time, they are mostly unaware of the sources of influence of their own vision of negotiation and practices. The levels of honesty, trust and therefore cooperation are influenced by many factors like the uncertainty of the situation, the objectives, stakes and interests, the level of power, the negotiator's personality and also by the orientation given from the very beginning of the relationship. When negotiation is reduced to a confrontation of power, participants rely on coercive measures, using different kinds of threats or make false promises and bluff in order to establish a more acceptable balance of power. Can unethical practices always be attributed to personal characteristics or also be justified by the requirements of the situation? In an intercultural context the expectations of each party regarding negotiation may lead to multiple misunderstandings and so increase the level of conflict between the parties. The course will be mainly divided in three parts: 1) Negotiation: A complex activity 2) The influence of Culture on International Business Negotiations (IBN) 3) Ethical and Unethical practices in IBN

Group 18	Gianpaolo Abatecola Italy	**CORPORATE REPUTATION MANAGEMENT AND BUSINESS ETHICS** The Corporate Reputation Management has always played a pivotal role within the business ethics research and teaching area. It is a matter of fact that this role is even bigger to date, as the last years witnessed a number of international financial frauds associated with corporations (e.g. Enron, Worldcom, Cirio, and Parmalat) whose reputation was formally excellent. Based on an established international approach to the business ethics research and teaching, this course mainly seeks at addressing the following questions: What is corporate reputation? How can it be defined? What are its linkages with business ethics? How can corporate reputation be lost and how can it be recovered? Does the top executives' personality count in shaping corporate reputation? The course aims at providing students with both theoretical and practical insights on the relationship between corporate reputation and business ethics. The course will address the proposed questions through mainly focusing on the following topics: • Corporate Reputation and Business Ethics: Theoretical Underpinnings • Defending Corporate Reputation: Crisis Management • Corporate Reputation and Corporate Governance • The Personality Factor