

# UNIVERSITY POMPEU FABRA. INTERNATIONAL BUSINESS POLICY (21869)

Instructor: Marc Le Menestrel

Office : Jaume Building 1 E 34 Phone : 93 542 27 23

**Lectures:** Mondays 17.00-18.30, Room 20.023

**Tutorials:** Monday 16.00-17.00 in my office

**Seminars:**

Group 101 Wednesday 16.00-17.30, Room 40.247

Group 102 Wednesday 17.30-19.00, Room 13.005

Group 103 Wednesday 19.00-20.30, Room 13.005

## **Presentation of the course**

The course addresses international business policy in an ethical perspective.

In recent years ethical issues have become increasingly manifest and pervading in the business world. In the future, managers will have to deal with ethical dilemmas in the course of their career. The course introduces participants to international business issues and provides them with tools to effectively address business ethical dilemmas. Teaching is systematically illustrated with examples of real business ethical dilemmas,

The global context in which social and environmental issues have become a major issue for international business is analysed. The specific trade-off pertaining to the relation between business value on one hand and human, social and environmental values on the other hand is structured. An ethical framework based on different ethical traditions – including philosophical, institutional and cultural – is proposed and coupled with the theory of rationality used in economics and management sciences. Tools and strategies to analyse business ethical dilemmas are presented, with a specific attention to issues of reputation, credibility and communication. In this manner, participants shall develop their knowledge of environmental, social and personal values and their understanding of the place and role of business in society. This increased awareness, coupled with the methodology, constitutes a basis for efficient and responsible management, as participants will be better prepared to think, act and communicate in situations involving tough ethical issues.

## **Description and Method**

The course is built on preparation and required readings prior to class, lectures, videos, case studies, active discussions of business ethical and group work and presentations. All required readings can be found on the course website. The readings and assignments required for a particular session must be completed BEFORE coming to class that day. For those who want to go further, optional readings are also proposed and can help the understanding of the issues.

There are two types of classes: Lectures (all students at the same time) and Seminars (3 groups of approximately 35 students each). In reality, active participation is encouraged in both. Two plenary Lectures are dedicated to Groups' Presentations.

## Grading

Students receive a grade for each class. In 2014, this makes a total of 17 grades.

At the beginning of each of the Lectures, one or two questions will have to be answered in writing. Answers should demonstrate that the students have read the required material and thought about it. This also ensures that each student is able to have a discussion on the issue at stake. Each theory session assignment is graded over 5 points. To know more about grades, you are invited to read "[Grading of Lectures' assignments](#)".

For each of the Seminars, an assignment is proposed on the website and has to be handed in when arriving in class. These assignments build on required readings and help the work (individual or in group) during the class. Each assignment is graded over 5 points.

The four lowest grades will be omitted in the final account. Overall, grades are adjusted so that the group presentation amounts to 25% of the grade.

To know more about Groups' Presentations, please read "[Guidelines to Groups' Presentations](#)".

There is no exam.

Participation to the theory and practice sessions are mandatory in order to hand in the assignments of the relevant session. Note that the system allows you to miss 4 classes without cost. Groups Presentations can't be missed.

- **[Introduction: Is Business Ethical? \(Lecture 1, March 31st 2014\)](#)**

In this first meeting, the course and course method will be explained. Additionally, it will be communicated to students how to achieve (...)

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- **[Expressing your opinion \(Seminar 1, April 2, 2014\)](#)**

Preparatory exercise: (300 words to be handed in in class Choose a few questions raised during the introductory lecture and write down (...)

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- **[Business, Ethics and Profit: Economic Approaches \(Lecture 2 with Discussion, April 7, 2014\)](#)**

Nobel Prize laureate Milton Friedman argues that the sole social responsibility of companies is to maximise profits. We discuss the (...)

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- **[Science, Ideology and Propaganda \(Seminar 2 with Debate, April 9, 2014\)](#)**

Participants present their opinion about the text of M. Friedman that is proposed in the previous lecture. Required Reading Friedman, (...)

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- **[Corporate Social Responsibility: The Bhopal Gas Tragedy \(Lecture 3 with Video, Case Study & Discussion, April 28, 2014\)](#)**

Video: "A Cloud Over Bhopal" The Bhopal tragedy is a landmark in industrial history, for the consequences it had inside and outside the (...)

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- **[Social vs. Legal Responsibility: What should Dow Chemical do? \(Seminar 3, April 30, 2014\)](#)**

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We discuss the responsibility of Dow Chemical, now owner of Union Carbide, the action it has taken, the campaigns it faces and work out (...)

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- **Values, Ethics and Rationality: A theoretical Framework (Lecture 4, with Discussions, May 5, 2014)**

In this lecture, we learn about values, what they are and how they influence rational behavior. We contrast economic and ethical values (...)

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- **Goals and Success: the Parable of the Sadhu (Seminar 4, May 7, 2014)**

Video: "The Parable of the Sadhu" – Harvard Business School. Summary Through a case study depicting a Wall Street financial analyst (...)

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- **Marketing Practices: The Tobacco Business (Lecture 5 with Video & Discussion, May 12, 2014)**

Video: "Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction" – Infact. The behaviour of tobacco companies is now an (...)

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- **Global Labor Markets: Child Labor in Asia (Seminar 5 with Case Study and Discussion, May 14, 2014)**

Video: "The Big One" – Michael Moore (Excerpt). To which extent companies should lower the cost of their human "resources"? In fact, (...)

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- **Business and Global Environmental Issues: The Oil Industry and Climate Change (Lecture 6 with Discussion, May 19, 2014)**

What strategy can a major company design and implement in the face of global environmental issues? In this case-study about oil (...)

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- **International Business and National Politics: Royal Dutch/Shell in Nigeria (Seminar 6 with Case Study and Discussion, May 21, 2014)**

Should companies get together with governments to control or even fight activists movements that are trying to disrupt their (...)

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- **Financial and/or Ethical Crisis: Values and the Future of Business (Lecture 7: Lecture, May 26, 2014)**

The C.E.O. of the Big Bank has to decide about his strategy in the face of an international effort to regulate financial markets. Will (...)

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- **Dreaming and Deciding your life (Seminar 7, discussion with experiential exercise, May 28, 2014)**

In this session, we experience an integrated form of decision-making where the heart and soul enrich the cognitive processes. Reason (...)

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- **We Dream Business (Lecture 8 with Students' Presentations, June 2, 2014)**

Groups upload on the WeDreamBusiness.org website an inspiring example of a business Prepare with your group an inspiring example of an (...)

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- **Corruption & Obedience (Case Study and Discussion) (Seminar 8, June 4, 2014)**

Summary As a newly appointed manager of a pharmaceutical company in China faces the issue of kickbacks to Doctors in order to boost (...)

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- **Meeting the digital challenges: The Fairphone case-study (Seminar 8, June 4, 2014)**

After running as a successful campaign for two and half years, FairPhone was established as a social enterprise in January 2013. (...)

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- **Conclusion and Sharing of Key Learning (Seminar 9 with Discussion, June 11, 2014)**

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After the remaining presentations of the students, we share key learning from the course and discuss how this learning can be (...)

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- **Grading of Lectures' Assignment**

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At the beginning of each Lecture, one or two questions are posted on the blackboard, with 15 minutes given to students to propose their (...)

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- **Guidelines for Groups' Presentation**

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Each group will consist of at most 3 students of the same Seminar Group and will make one presentation at the Plenary Lecture Sessions (...)

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- **Ideas for WeDreamBusiness.Org**

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3 Indian ideas that have come true from a former INSEAD MBA students: <http://www.sattva.co.in/>  
<http://thealternative.in/> (...)