



Business & Society S230008CR

Autumn Semester 2020

Bachelor in Management

GSEM – University of Geneva

SYLLABUS

Faculty: Dr. Bettina Palazzo e-mail: bettina.palazzo@unige.ch	When/where: <ul style="list-style-type: none"> • Friday 14h00-16h00 on Zoom plus 2h self-organized home study
Assistant: Rebecca Elliott E-mail : Rebecca.Elliott@unige.ch Rim Bitar E-mail: Rim.Bitars@unige.ch	Language: English (French is always accepted!)
Number of ECTS credits: 6	Evaluation: written final exam

Course Overview

The COVID crisis showed very clearly how much business and society crucially interdependent and that indeed society does have clear ethical expectations of companies. At the same time many companies seem to not fully understand these expectations and keep losing trust.

In this course, we will explore, why ethics and business are stuck in an eternal love-hate relationship and get a better understanding of the interaction between business and society.

We will get an overview of important ethical theories that can be useful tools of critical thinking that will help us analyse moral dilemmas in business. Case studies and films will be used to understand the role of (un)ethical decision making in business. We will see what leaders and organisations have to do in order to successfully promote business ethics within their organisation.

After this look into the inside of the ethics of organisations we will expand our view to the global societal context: When you go shopping and the label in the t-shirt you want to buy says “Made in Bangladesh”, chances are high that the people who made this t-shirt are working under harsh conditions: 12-hour work-days, below-minimum wages, hot workplaces with little or no drinking water, harassment by line managers, forced overtime, bad safety situation.

These inhumane and environmentally destructive practices take place within the supply chains of the companies whose products we love and buy. How can companies deal



responsibly with these challenges? What can companies do to avoid this harm-doing? What can consumers do? What role play the government, NGO's, unions, the media? These are the burning questions we will tackle in this course.

Learning Objectives

At the end of this course, students will:

- Critically examine conventional ideas about the relationship of ethics and business.
- Be able to identify, analyse, and resolve ethical issues in business.
- Understand the relationship between leadership, leadership styles, and ethics.
- Know important elements and issues in the management of ethics in organisations.
- Have an overview of the current issues in Corporate Social Responsibility and how companies can successfully manage these issues.
- Be able to analyse the global supply chain of a company or product from a CSR perspective.
- Know the challenges and success factors for a credible CSR management.

Soft skills developed

Since this course is very interactive, students will develop their communication skills.

It is expected that they train their independent and critical thinking.

We will do many group exercises that will help develop teamwork skills.

Students will participate in Forums on Moodle where they will learn how to express their opinions in a written form.



Course Schedule

The course schedule below is tentative and can be modified.

The course will be online: 1,5 hours of online preparatory self-study and 1,5 h of live Zoom session.

Week 1: Introduction	
Sept. 18, 2020	<ul style="list-style-type: none"> Course outline, objectives, expectations, evaluation (video lecture) Platform Infotrack Reading material
Online preparation	
14h – 16 h	<ul style="list-style-type: none"> Intro and Get to know Quiz on preparatory self-study material (non-graded) The old and new paradigm of business and ethics Group work Business and Society: a post-COVID view

Week 2: Ethical Decision-Making	
Sept. 25, 2020	<ul style="list-style-type: none"> Review material of session 1 Philosophical approaches to ethics (video lecture)
Online preparation	
14h – 16h	<ul style="list-style-type: none"> Quiz on preparatory self-study material (non-graded) and review of last session Group work on dilemmas Ethical decision making in organizations

Week 3 : The Psychology of Dishonesty	
Oct. 2, 2020	<ul style="list-style-type: none"> The psychology of dishonesty: Why do most people lie and cheat just a little bit? (TED talk video and optional reading) Behavioural economics Reading on UNHCR Ethics office
Online preparation	
14h – 16h	<ul style="list-style-type: none"> Quiz on preparatory self-study material (non-graded) and review of last session Interactive summary of the psychology of dishonesty <p>Guest Speaker (15h-15:45): Helmut Buss, Ethics Officer UNHCR The ethics challenges of international organisations</p>



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	Week 4: Infotrak
Oct. 16, 2020 Online preparation	Please use this week's course time slot for doing your Infotrak assignment! No class.

	Week 5: Speaking up on Ethics
Oct. 23, 2020 Online preparation	Video lectures and reading materials: <ul style="list-style-type: none"> • How to speak-up with courage and confidence on ethics • Learning how to be an active bystander
14h - 16h	<ul style="list-style-type: none"> • Quiz on preparatory self-study material (non-graded) and review of last session • Groupwork on applying speak-up and active bystander interventions

	week 6: Leadership and Organizational Ethics
Oct. 30, 2020 Online preparation	Video lectures and reading materials: <ul style="list-style-type: none"> • Leadership styles and Ethics • Managing Ethics • Codes of Conduct
14h - 16h	<ul style="list-style-type: none"> • Quiz on preparatory self-study material (non-graded) and review of last session • Applying your preparatory work: France Telecom Case study • TBC: guest speaker – Manuela Mackert, Deutsche Telekom

Semaine d'étude libre 2.11.-6.11.

	week 7: Introduction to CSR
Nov. 13, 2020 Online preparation	<ul style="list-style-type: none"> • Review of old vs. new narrative of business • Introduction to CSR video lecture

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<http://www.unige.ch/ses/formationinitiale/infosGenerales/inscriptions/fraude.html>



14h - 16h	<ul style="list-style-type: none">• Quiz on preparatory self-study material (non-graded) and review of last session• Debriefing France Telecom• CSR Kick-start case study with group work: Child labour in Pakistan
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	week 8: Managing CSR
Nov. 20, 2020 Online preparation	<ul style="list-style-type: none">• The story of Stuff (video)• Online forum on ethical supply chains
14h - 16h	<ul style="list-style-type: none">• Quiz on preparatory self-study material (non-graded) and review of last session• Group work: Supply Chain analysis in groups of 3

	week 9: Diversity and Gender Balance
Nov. 27, 2020 Online preparation	<ul style="list-style-type: none">• Video lecture and material on diversity and gender balance
14h - 16h	<ul style="list-style-type: none">• Challenges and best-practices of diversity management• Guest Speaker: Josephine Armand, CSR Specialist at Cartier



week 10: Practical CSR	
Dec. 4, 2020 Online preparation	<ul style="list-style-type: none">• Video lecture: Can Fast Fashion be sustainable?
14h - 16h	<ul style="list-style-type: none">• Quiz on preparatory self-study material (non-graded) and review of last session• Group work on fast fashion

week 11: Practical CSR	
Dec. 11, 2020 Online preparation	<ul style="list-style-type: none">• The challenges of a responsible supply chain: The example of the meat industry – a personal field report (video lecture)
14h - 16h	<ul style="list-style-type: none">• Quiz on preparatory self-study material (non-graded) and review of last session• Guest Speaker: Pascal Diethelm, founder OxyRomandie: “Can the tobacco industry be responsible?”

week 12: Managing CSR	
Dec. 18, 2020 Online preparation	<ul style="list-style-type: none">• Nestlé case study (video lecture and reading material)
14h - 16h	<ul style="list-style-type: none">• Quiz on preparatory self-study material (non-graded) and review of last session• Group work on Nestlé case study• Course wrap up and questions on final exam



Course Readings

Week 1:

Ralph Hamann: Coronavirus will have long-term implications for business leaders. Here are the top five, The Conversation <https://theconversation.com/coronavirus-will-have-long-term-implications-for-business-leaders-here-are-the-top-five-135064>

Pushan Dutt: The rise, fall and rise again of businesses serving more than just their shareholders, The conversation <https://theconversation.com/the-rise-fall-and-rise-again-of-businesses-serving-more-than-just-their-shareholders-124618>

Week 3: Dishonesty

Mandatory watching of this TED talk before class.

https://www.ted.com/talks/dan_ariely_our_buggy_moral_code

If you want to get out of this, I highly recommend reading the book *Dan Ariely: The Honest Truth about Dishonesty*, Harper 2012, *Chapters 1, 2, 3, 9*

It is not mandatory. The book costs from 9 CHF, a fun read and useful for all your life.

Week 5: Speak-up

Amy Gallo: How to Speak Up About Ethical Issues at Work, Harvard Business Review June 04, 2015, <https://hbr.org/2015/06/how-to-speak-up-about-ethical-issues-at-work>

Week 6: Ethical Leadership and Ethical Organization

Paine, Lynn Sharpe: Managing for Organizational Integrity, Harvard Business Review (March-April 1994): 106-117

Week 8: CSR

Scherer, A. G. & Palazzo, G. 2011. A new political role of business in a globalized world - a review and research agenda. Journal of Management Studies, 48 (4): 899-931.

Week 11: Managing CSR

Jeff Swartz: How I Did It: Timberland's CEO on Standing Up to 65,000 Angry Activists, HBR 2012

PALAZZO, BETTINA (2010): An Introduction to Stakeholder Dialogue in: N. POHL/ N. TOLHURST (ed.): Responsible Business: How to manage a CSR Strategy successfully - A Practical Guide for CSR Professionals, (Wiley & Sons), pp. 17-42.



Course Evaluation

written final exam

Final Exam: 100%

InfoTrack:

It is mandatory for all students of this course to complete the online course on scientific research “Infotrack”, deadline Tuesday December 8th, 2020. Please note that the course takes approximately four hours to complete, so plan accordingly.

There are two separate InfoTrack Moodle courses available - an English version and a French version – you need only complete one of these courses as it is the same content just different language. Please note below the enrolment keys for each:

• Infotrack GSEM automne 2020 Français:
<https://moodle.unige.ch/enrol/index.php?id=8197>

Infotrack GSEM automne 2020 English:
<https://moodle.unige.ch/enrol/index.php?id=8192>

To submit your dashboard once you have completed InfoTrack, click on ‘MY SPACE’, click on ‘Print’, save the document as a PDF file and name it using your SURNAME/FAMILY NAME in capital letters followed by your first name, and finally go to the Moodle online space to upload the PDF file to your dashboard.

More information is available at: <https://infotrack.unige.ch/en>

Final exam: The final exam will be a closed-book exam during the University scheduled exam session. Students will be given questions on course content and concepts and/or a short case and questions related to the case. Content from the mandatory online course on scientific research “Infotrack” is also part of the exam.

Note: Questions will not be answered during the exam. Also, if you are not perfectly comfortable

in English, then it is recommended to bring a language translation dictionary with you (note only a language translation dictionary is permitted, i.e. not a definitional dictionary).