

## International Business & Ethics

Module guide 2017 - 2018  
Amsterdam School of International Business

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For this module students are required to master English on level C1

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## 1. Module overview

This guide gives you an overview of International Business & Ethics. More detailed information can be found on MijnHvA.

### 1.1 Content

The course covers ethical aspects of decision-making both in personal and in business life. The topic will be approached from philosophical, societal, managerial and marketing viewpoints, taking into account stakeholder perspectives and value systems.

The course trains you to approach societal and organisational problems and individual moral decisions from several stakeholder viewpoints and value systems. You need to base your moral decisions on arguments and you need to be able to justify your decisions.

Corporate social responsibility identifies a stakeholder perspective and creates awareness of the existence of socially oriented goal-setting and policy making within companies.

### 1.2 Learning goals

#	You can:
1.	assess ethical aspects of decision-making as citizen, stakeholder, manager or specialist.
2.	assess ethical positions and moral behaviour of companies (corporate social responsibility).
3.	apply basic ethical theories when assessing companies' csr activities
4.	account for taking viewpoints and value systems of stakeholders into consideration before making decisions or giving advice.
5.	reflect on your own moral behaviour.

Appendix 1 defines the relationship of the learning goals within this module with your programme's profile competences.

### 1.3 Coherence with other modules

Cross-cultural Awareness, Business Research, Negotiating in English, International Marketing, Marketing Communication, Law for Business, Financial Management, Personal Performance and Development, Team Development, Internship and Thesis, all these courses have an ethical component and in all these fields moral dilemmas occur.

Basically all aspects of international business life focus on human activities in the company in relationship to its stakeholders, its environment, society and the international community and are thus subject to moral issues.



## 1.4 Study materials & recommended further reading

### Required study materials:

Study books					
Title	Author(s)	Publisher	Year	Edition	ISBN
None					

Other study materials		
Title	Author(s)	Where to find this material?
Articles, cases, literature, film, etc.		The AUAS library

### Recommended further reading:

Books					
Title	Author(s)	Publisher	Year	Edition	ISBN
A Very Short Introduction to Corporate Social Responsibility	J. Moon	Oxford University Press	2014		978019-9671816
A Very Short Introduction to Ethics	S. Blackburn	Oxford University Press	2001		978019-2804426
Ethics & Business	R. Jeurissen (Ed.)	Van Gorcum	2007		97890-23243519

Other study materials		
Title	Author(s)	Where to find this material?
Articles, cases, literature, film, etc.		Online magazines ; AUAS library ; Newspapers ; Business magazines, YouTube, TED talks, etc.

## 1.5 Questions and who to contact

Questions about the module's content and study materials can be addressed to your lecturer during the lessons. Information about assignments, cases, program, tests and course material can be found on MijnHvA.



## 2. Set-up of this module

### 2.1 Teaching methodology

IBE classes consist of introductory lectures, followed by group discussions and debates, analysing ethical problems in business life (cases) and investigating possible solutions based on ethical theories. Roleplay will be applied so you will have to take up opposite standpoints which might very well differ from your personal preferences. Having to defend these standpoints using argumentation skills and relating your arguments to ethical perspectives (theories) will enable you to understand multiple cultural-related stakeholder perspectives and thus broaden your (moral) horizon.

### 2.2 Assignments

#### **CSR policy assessment (50%)**

This is a group assignment in which teams assess a specific company's CSR policy. Through desk research the team has to find out if there is any evidence as to whether or not the company lives up to its own CSR policy or Code of Conduct. The team submits a report which has to meet the criteria as stated in the assignment description and in the evaluation form (see Appendix 2a). Each team gets feedback during a helpdesk meeting and two mandatory feedback sessions with the lecturer. The team has to adjust the report according to the feedback and submit a final version. The CSR assessment report is exam 1 and counts for 50% of the overall IBE grade. The exam is proof that you achieved IBE learning goals 1-4. The evaluation form (see Appendix 2a) states the assessment criteria and their weight.

Deadlines: Upload the first draft of the report in the Dropbox on MijnHvA and submit a hard copy in the lecturer's pigeonhole in week 5. Upload the final report in the Dropbox on MijnHvA in week 9. The reports need to be Word documents. See MijnHvA IBE site for exact deadlines.

In class in week 3 all students compose their own teams. Playrules: make sure that no students are left without a team, that there are no more than five teams in total and that teams do not differ too much in size. Per team one team member is appointed contact person. Free riding is not an option, since all team members need to account for their participation in a reflection report (see below) to the lecturer.

#### **Reflection on IBE (continuous assessment) (50%)**

You need to reflect on your participation in IBE. Your IBE Reflection Report is exam 2. It must meet the criteria as stated in the evaluation form (see Appendix 2b). Submit your Reflection Report in Word in the Dropbox on MijnHvA in week 12. The grade for this report (exam 2) is 50% of the total IBE grade.

You must study all course material on MIJNHVA, including the *Course Description for IBE* and *How to write Reflection Reports for IBE*, as well as your own notes. Beforehand you should define which personal and educational goals you want to achieve. The goals should be specific and – if possible – measurable. Exam 2 is proof that you achieved all five IBE learning goals, especially # 5. Your report must meet all the criteria in the evaluation form (see Appendix 2b).

The assessment model(s) for the assignment(s) can be found in Appendix 2.



## 2.3 Exams

### CSR policy assessment (50%)

The CSR policy assessment report is a written, decentral exam.

### Reflection on IBE (50%)

The Reflection Report IBE is a written, decentral exam.

## 2.4 Assessment

The assessment methods used in this module are summarised below. The table also shows how the grade for this module will be calculated.

#	Description	Form	Learning goal(s) #	Lecture week	Weight (%)
1	CSR Policy Assessment	Report	1 - 4	9	50
2	Reflection IBE (continuous assessment)	Report	5 (and 1-4)	12	50
					100%

## 2.5 Resit

If the average grade obtained for this module is below 5.5 you must do a resit. Which resit(s) you must do depends on which part(s) is/were insufficient. The different situations are illustrated in the table below.

Situation:	The resit will consist of the following test(s):	Your average module grade after resit will be calculated using the following weights:	The resit(s) will be scheduled in:
1 Average grade for the whole module $\geq 5.5$	No resit needed	N.A.	N.A.
2 Average grade for the whole module $< 5.5$	CSR report after feedback sessions AND/OR Improved exam 2 report to be submitted within one month after the last lecture.	Exam 1 = 50% Exam 2 = 50%	N.A.



## 2.6 General regulations

- 1 You are required to prepare for lessons. If you come to class unprepared, the lecturer has the right to deny you access to the lesson. What is requested of you in terms of lesson preparation is stated below and/or on the MijnHvA for this module.
- 2 It is your responsibility to make sure that you attend at least 80% of classes.
- 3 The assignments will not be graded if the level of English is inadequate, the deadline has not been met and the report is not written according to the AMSIB Reporting Guidelines.





## 2.7 Lesson plan

Lecture	Prepare for lesson	Lesson
1	Follow IBE on MijnHvA Read Course Description Read the lesson plan Read the IBL competences	Introduction IBE Introduction basic business ethics Case 1 + discussion Defining learning goals for IBE
2		Utilitarianism Case 2
3		Utilitarianism Case 3 Explanation Team Assignment CSR / Teams / Topic / Play Rules Team composition
4	Prepare CSR report part 1 (= Introduction, theoretical framework, analysis of the company's CSR policy or Code of Conduct)	Helpdesk CSR assignment
5	<b>Submit CSR report part 1</b> in Word in <b>hard copy</b> in <b>pigeonhole</b> (106) and in digital copy in <b>Dropbox</b> MijnHvA <b>before deadline (See MIJNHVA)</b>	Virtue Ethics Case 4
6		Per team mandatory feedback CSR report draft 1
7		Deontology Case 5
8		Ethical perspectives beyond utilitarianism Case 5
9	<b>Submit CSR report</b> in Word in <b>hard copy</b> in <b>pigeonhole</b> (106) and in digital copy in <b>Dropbox</b> MijnHvA <b>before deadline (See MijnHvA)</b>	Self study
10	Read article (provided via MijnHvA)	Recap Ethics
11		Per team feedback on CSR report
12	<b>Submit Reflection Report IBE</b> in Word in <b>Dropbox</b> MijnHvA <b>before deadline (See MijnHvA)</b>	Looking back on IBE: What have we learned? How will we apply what we learned when writing a thesis, in a job, in building a career? What can / should be our next step in the development of our moral competence?



## Appendix 1: Relationship with your programme's profile competencies

LG	You can:
1.	assess ethical aspects of decision-making as citizen, stakeholder, manager or specialist.
2.	assess ethical positions and moral behaviour of companies (corporate social responsibility).
3.	apply basic ethical theories when assessing companies' csr activities
4.	account for taking viewpoints and value systems of stakeholders into consideration before making decisions or giving advice.
5.	reflect on your own moral behaviour.

LG	IBL Profile Competencies
1.	<p>5.3 <i>Write a fully international business plan, in a team, giving account of issues concerning sustainability, quality assurance, and corporate social responsibility and international regulations for import and export.</i> (level 3)</p> <p>8.1 <i>Handle a simple conflict situation in an (international) team and/or project group</i> (level 2)</p> <p>10. <i>Personal professional international skills.</i> (level 3)</p>
2.	<p>10. <i>Personal professional international skills.</i> (level 3)</p> <p>11. <i>Self-managing competency (intrapersonal or professional).</i> (level 3)</p>
3.	<p>5.3 <i>Write a fully international business plan, in a team, giving account of issues concerning sustainability, quality assurance, and corporate social responsibility and international regulations for import and export.</i> (level 3)</p> <p>1. <i>International Sales and International Account Management. Develop, maintain and improve business relationships for purchasing, sales and service, and selling products and/or services with the help of modern media (such as customer relationship management, CRM).</i> (level 2)</p> <p>11. <i>Self-managing competency (intrapersonal or professional).</i> (level 3)</p>
2.	11. <i>Self-managing competency (intrapersonal or professional).</i> (level 3)
3.	11. <i>Self-managing competency (intrapersonal or professional).</i> (level 3)

## Appendix 2: Assessment model(s)

### App 2a Evaluation Form CSR Policy Assessment Report (Exam 1)

<b>Assessment criteria (Based on the instructions for writing the CSR assessment report on MijnHvA)</b>  <b>Prerequisite criteria:</b> <ul style="list-style-type: none"> <li>▪ The report is written in clear, concise, coherent, comprehensive and correct Business English.</li> <li>▪ The report is written according to the Reporting Guidelines in the assignment description.</li> <li>▪ The report has been submitted before the deadline.</li> </ul> <b>If one of the prerequisite criteria has not been met, the report will not be assessed.</b>	<b>Mark</b>
<p>A. Proper introduction to the report, including a problem statement (main question and secondary questions) and research justification. (10%)</p> <p>B. Theoretical framework, leading to criteria for assessing the company's csr activities with regard to the chosen research focus / topic (20%)</p> <p>C. Background information on the company short history, products, size, structure, turnover, profits, market share, etc.), relevant for the research focus / topic (10%)</p> <p>D. Analysis of the company's self-image with regard to CSR, substantiated with authoritative sources and leading to a conclusion. (10%)</p> <p>E. Analysis of relevant laws and regulations, substantiated with authoritative sources and leading to a conclusion. (10%)</p> <p>F. Analysis of relevant news items either confirming or denying the company's official CSR policy, substantiated with authoritative sources and leading to a conclusion. (10%)</p> <p>G. Evaluation (assessment), based on the research results and specifically linked to utilitarianism. (20%)</p> <p>H. Recommendations, stemming from the research results and the evaluation. (10%)</p>	
<b>Total mark CSR Report</b>	

**App 2b Evaluation Form Individual Reflection on IBE (Exam 2)**

<b>Assessment criteria (Based on the instructions for writing a reflection report for IBE on MijnHvA)</b>  <b>Prerequisite criteria:</b> <ul style="list-style-type: none"> <li>▪ The report is written in clear, concise, coherent, comprehensive and correct Business English.</li> <li>▪ The report is written according to the Reporting Guidelines in the assignment description.</li> <li>▪ The report has been submitted before the deadline.</li> </ul> <b>If one of the prerequisite criteria has not been met, the report will not be assessed.</b>	<b>Grade</b>
<p>The student provides critical reflection on the activities conducted when participating in IBE and performing the CSR group assignment.</p> <p>A. With regard to the CSR assessment report, the student explains what did and did not go according to plan and why (Planning, co-operation, communication, performance, research, processing feedback, processing research results, writing and editing the actual report), including a peer review of his/her team mates and the team mates' review of the student's participation and input. (30%)</p> <p>B. The student specifies what she/he learned in IBE, referring to</p> <ol style="list-style-type: none"> <li>a. the ethical theories and literature discussed in class (15%)</li> <li>b. the cases (debates, roleplays) discussed in class (15%)</li> </ol> <p>C. The student specifies to what extent her/his personal and educational learning goals have been met, explicitly referring to the IBL competencies and the IBE learning goals in the Course Description. (30%)</p> <p>D. The student indicates specific recommendations for the IBE course. (10%)</p>	
<b>Total mark Reflection Report</b>	