

BUSINESS AND MARKETING ETHICS (course description)

"Ethics" most often refers to a domain of inquiry, a discipline, in which matters of right and wrong, good and evil, virtue and vice, are systematically examined. "Morality", by contrast, is most often used to refer not to a discipline but to patterns of thought and action that are actually operative in everyday life. In this sense, morality is what the discipline of ethics is about. And so business morality is what business ethics is about" (K. E. Goodpaster). Ideally, business and marketing professionals should be enlightened, holistic, long-range thinking, empathetic and responsible. In practice, moral business behavior is often all but easy. The course suggests to combine idealism with realism and tries to prepare the students to make well-informed moral choices in more or less complex business contexts.

Objectives

- Presentation of business ethics and marketing ethics as an interdisciplinary academic field
- Training discovery, analysis and well-justified handling of moral conflict situations
- Furthering a well-reflected attitude about the moral dimension of one's professional career/role and of business in general.
- Furthering courage to apply such knowledge and attitudes in professional practice and decision-making
- Furthering a critical attitude towards other business school subjects

Compulsory literature

Ferrell, O. C., John Fraedrich and Linda Ferrell. 2002. *Business ethics*. 5th ed. Boston, Mass.: Houghton Mifflin.

Brinkmann, J. 2001 (2nd edition 2003). *Etikk for næringslivet*. Oslo: Unipub (to be replaced by Frederick, 2002 quoted below, by foreign language background students)

In addition, journal articles and selected texts from the recommended readings list below

Recommended literature

Frederick, Robert E., ed. 2002. *A companion to business ethics*. Malden, Mass.: Blackwell

Hartman, Laura Pincus. 2002. *Perspectives in business ethics*. 2nd ed. Boston, Ill.: Irwin/Mc Graw Hill

French, Warren A. and John Granrose. 1995. *Practical business ethics*. Englewood Cliffs, N.J. Prentice Hall

Hoffman, W. Michael, Robert E. Frederick and Mark S. Schwartz. 2001. *Business ethics: Readings and cases in corporate morality*. Boston: McGraw-Hill

Donaldson, Tom and Patricia Werhane, eds. 2002. *Ethical issues in business*. 7th ed. Upper Saddle River NJ: Prentice Hall

Course outline

- Moral self-observation, moral development and moral maturity
- Business ethics as an academic and a teaching discipline
- Different approaches to moral philosophy
- Business ethics - topics and approaches
- Marketing ethics - some main topics
- Environmental ethics - some main topics
- Cross-cultural business ethics
- Empirical and social science approaches to business ethics
- Codes of ethics (and other implementation measures)

Computer-based tools

The students are invited to use available websites and e-mail networks in the fields of business and marketing ethics. Some relevant software (e.g. Gamma) will be referred to.

Course structure

The 36hr-course consists of lectures (emphasizing topics related to the mandatory readings) and seminar meetings (student presentations and discussion related to lecture topics and/or cases)

Business ethics is essentially a dialogue and discussion subject. For this reason, a (15 hr) colloquium is offered as a (“voluntary”) extension of the lectures, to a minor group of students with special interest in a deepened understanding of this field.

The course is offered in Norwegian (or in English if a sufficient number of foreign exchange students signs up)

Evaluation

60% Carry-home, related to the course literature (72hrs individual fagoppgave, to be turned in in Norwegian or English)

40% Seminar paper(s), 1-3 students, (normally) with an oral presentation in the seminar part of the course

Tentative time schedule as of August 03:

week	mon 1430-17	wed 8-1045
36	0109: lecture 1: Moral self-observation. Business students and moral reflection. Career morality. A movie.	0309: lecture 2: Business ethics as an academic and a teaching discipline. The business ethics case approach.
37	0809: Seminar 1: Students present selected texts and/or cases	1009: lecture 3: together with Per Ariansen, Univ. of Oslo, Moral philosophy approaches
38	1509: Seminar 2: Further discussion of lecture topics. A few student presentations.	1709: lecture 4: Business ethics - approaches and topics, overview.
39	2209: Seminar 3: Marketing ethics case presentation (provided by lecturer)	2409: lecture 5: Marketing ethics - main topics and cases. Moral consumer behaviour.
40	2909: Seminar 4: Students present selected texts and/or cases	0110: lecture 6: Social responsibility. A decision-making framework. Ethical tools
41	0610: Seminar 5: Students present selected texts and/or cases	0810: lecture 7: Cross-cultural business ethics. Summing up.