

W. Michael Hoffman
Center for
Business Ethics



BENTLEY
UNIVERSITY

History

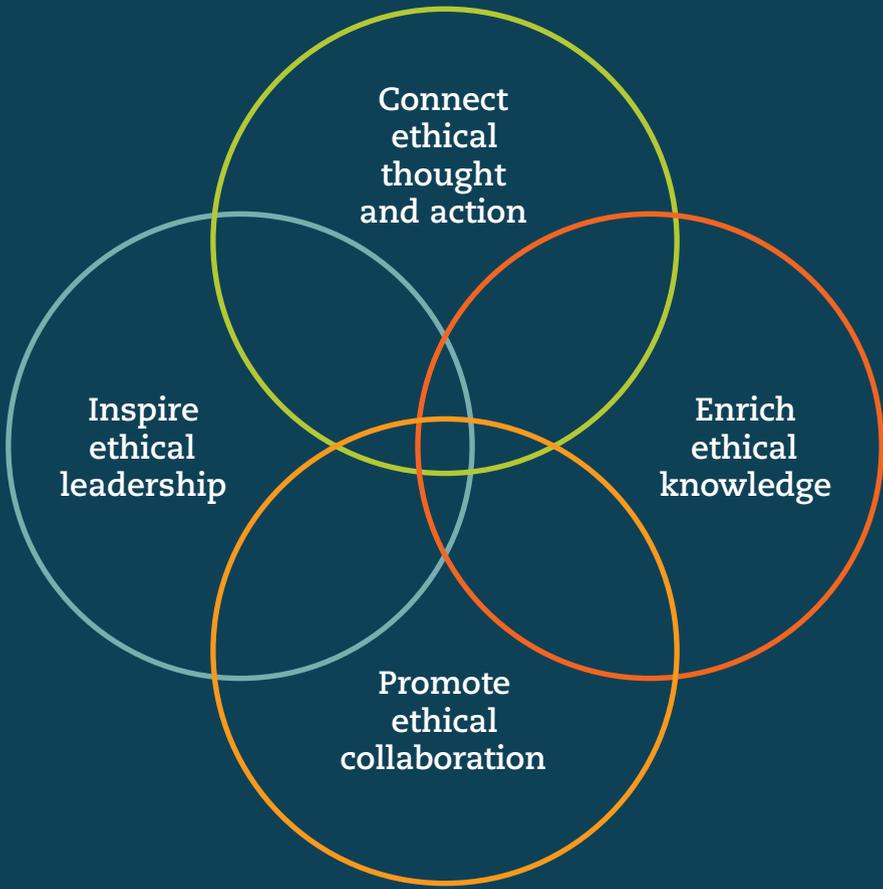
The W. Michael Hoffman Center for Business Ethics (HCBE) was established in 1976 at Bentley University in Waltham, Massachusetts. It is one of the world's oldest and most highly respected research and educational institutes in its field.

Over the years, HCBE has set many milestones in the development of the business ethics movement. Its conferences, lectures and forums have attracted corporate executives, government officials, labor leaders, scholars and others from around the world.

Since its founding, the Hoffman Center has been driven by its commitment to unify ethical theory with the day-to-day practices of contemporary business. It has been on the leading edge of advances in the field as evidenced by being first in many important initiatives:

- Organized 10 national conferences on business ethics (1977–1994).
- Established the Business Ethics Workshop to instruct Bentley faculty on incorporating business ethics into their courses; renamed the State Street Global Business Ethics Teaching Workshop and open to faculty globally.
- Co-founded the Ethics Officer Association, now the Ethics & Compliance Initiative (ECI).
- Established the Managing Ethics in Organizations professional development course for those in the field of business ethics and compliance (with the ECI).
- Assumed ownership of the journal *Business and Society Review*.
- Launched the Verizon Visiting Professorship in Business Ethics.
- Launched the Raytheon Lectureship in Business Ethics.
- Established a graduate certificate in business ethics.





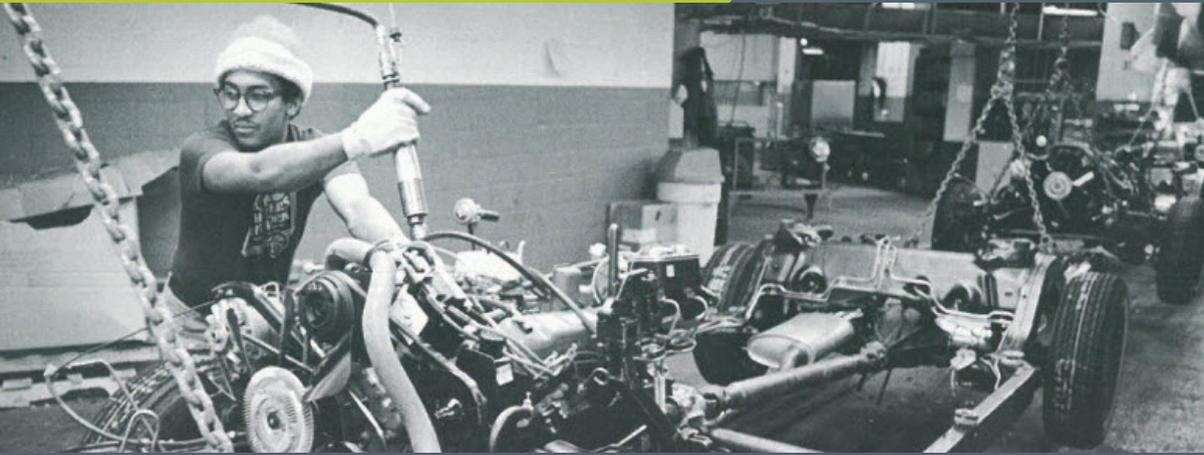
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key principles
provide the basis
of our mission

Educational Programs

Evolving the understanding of ethics in business

Verizon Lectureships



Pictured above is from the report cover of the center's third of ten National Conferences on Business Ethics, "The Work Ethic in Business" — October 1979

Raytheon Lectureship in Business Ethics

Originally funded through Sears, Roebuck and Co. in 1998, the Raytheon Company has funded this program since 2002. Twice a year, CEOs from major corporations speak on timely topics in business ethics, attracting full-capacity audiences of students, faculty, staff and business leaders. A monograph is produced after each event, and with the speaker's permission, a video is made available on the HCBE website.

Verizon Visiting Professorship in Business Ethics

This prestigious professorship, funded since 1999 through the support of Verizon Communications Inc., provides a forum for reflection on salient business ethics issues and supports advanced research in the field. Its aim is to strengthen Bentley's commitment to placing ethics and social responsibility firmly in the center of the educational experience, and includes a faculty workshop and class visits. A monograph of the public lecture is produced and published in *Business and Society Review*, HCBE's scholarly journal.

Managing Ethics in Organizations

Since 1995, HCBE and the Ethics & Compliance Initiative have jointly sponsored this annual, week-long professional development course, which provides both practical guidance and theoretical tools for creating an effective corporate ethics program. Current and aspiring ethics professionals learn how to develop and manage an optimal business ethics environment from officers, faculty and business consultants experienced in the field.



Raytheon Lectureships



State Street Global Business Ethics Symposium and Faculty Workshop

Working with Bentley's Alliance for Ethics and Social Responsibility, the one-day symposium brings together leaders from academia and business from around the world. It is followed by a multi-day Faculty Business Ethics Workshop that combines theory with hands-on practice for select Bentley faculty members and others to help them incorporate ethics education across the business curriculum.

Graduate Certificate in Business Ethics

Since 1997, HCBE and Bentley University's McCallum Graduate School of Business have developed a four-course certificate program. Participants must have an undergraduate degree and will learn to handle sensitive ethical issues in business and develop skills and expertise relevant to working with organizational ethics offices and programs.

Corporate Education and Training

HCBE offers specialized ethics education and training programs, ranging in length from two-hour to several-day sessions, and can be tailored to specific needs and budgets for organizations and their employees to be given on campus, at client facilities, or at hotels and conference sites. Faculty are leading ethics and compliance professionals and educators from across the country. Programs have served industries in banking, biotechnology, consumer products, defense, financial services, technology, health care, energy and professional services, among others.



“Ethical theory without practical application is empty and useless; business practices that are not grounded in ethical principles are blind and dangerous.”

W. Michael Hoffman, PhD, is the founding executive director of the center and the Hieken Professor of Business and Professional Ethics at Bentley University.

He has been a professor for nearly 50 years in higher education and has written and edited numerous books and published over 100 articles. He has consulted for numerous universities, government agencies, and corporations including Coopers & Lybrand (now PricewaterhouseCoopers), Fidelity Investments, General Electric, Johnson & Johnson, and Nynex (now Verizon), among many other companies.

Hoffman has served on the advisory board of the U.S. Sentencing Commission, is a frequent expert witness on business ethics in product liability and other types of legal cases, and has served on the board of editors of several professional journals and magazines. He was co-founder and past president of the Society for Business Ethics, and was the co-founding and first executive director of the Ethics Officer Association (now the Ethics & Compliance Initiative).

Hoffman has lectured on business ethics around the world, has received numerous lifetime achievement awards, and is frequently quoted in the media. In recognition of his accomplishments and dedication to advancing the field of business ethics, the center he founded in 1976 was renamed in his honor in July 2016 at the conference celebrating the center’s 40th Anniversary.

Resources



Library Holdings

At the heart of HCBE's efforts is its extensive multimedia library, which contains one of the largest collections of business ethics books, journals, videos and corporate ethics materials in the world. It is an invaluable resource for ethics practitioners, Bentley faculty and students, HCBE's research fellows, visiting scholars, and anyone who is interested in gaining knowledge of the theory and practice of ethics in business.

Research

Scholars associated with HCBE are active in research and publishing; hundreds of their books and articles have appeared in leading academic journals on matters pertaining to business ethics. Among the collection

are the proceedings from 10 international conferences between 1977 and 1994, as well as the "Foundations of Business Ethics" series published by Wiley, to which new titles are being continuously added.

Publications

HCBE's journal, *Business and Society Review*, is a quarterly academic publication that addresses the spectrum of ethical issues concerning the relationships among business, society and the public good.

Website

HCBE's website is a rich source of information on the field of business ethics as well as center activities. Please visit us online at bentley.edu/cbe.

Scholarships

In addition to the Rev. Leon Sullivan Scholarship (see HCBE Network on preceding page), the center also awards the Paul W. and Beatrice S. Briggs Scholarship and the Mark Skaletsky Family Scholarship Fund to qualified students pursuing an academic interest in business ethics.

The W. Michael Hoffman Scholarships in Business Ethics are awarded annually for outstanding graduate and undergraduate essays in business ethics.

Bentley University is one of the nation's leading business schools, dedicated to preparing a new kind of business leader – one with the deep technical skills, broad global perspective and high ethical standards required to make a difference in an ever-changing world.

HCBE Network

The Hoffman Center is enriched and assisted in its efforts by various partners and initiatives, including those listed below.

Advisory Board

Formed in 1992, the HCBE Advisory Board is comprised of CEOs and senior managers, including some corporate ethics officers. Board members are dedicated to supporting the center in its effort to promote ethical business practices.

Executive Fellows

Through the Ernest A. Kallman Executive Fellows Program, distinguished business, academic and public leaders bring their expertise and experience to strengthen the corporate-academic partnership. Executive fellows are available for speaking engagements, panels and seminar presentations at conferences and corporate settings.

Visiting Scholars

For almost three decades, HCBE has hosted scholars from over 20 countries as well as from the United States. Visiting scholars, who stay as briefly as a week or as long as a year, are from every stage in their careers and come from academia or the corporate world. All are welcomed to work in the collegial setting of HCBE and the Bentley community to advance their research projects.

Faculty Advisory Council

Given the essential role of ethics in ensuring that business operates in a manner respectful of all stakeholders, HCBE formed the Faculty Advisory Council (FAC) to advance a dynamic conversation on current business ethics issues across all departments and beyond the Bentley campus. The FAC sponsors activities such as lectures and seminars that engage the university community while also providing collegial council to faculty members engaged in research with a business ethics dimension.

Sullivan Scholars

The Reverend Leon Sullivan Scholarship is awarded annually to two qualified freshmen interested in business ethics and corporate social responsibility. These students work at the center during their four years of study.

Funding

HCBE has been supported by numerous individual and corporate donors, including the following:

Arvin Industries Inc.
Bath Iron Works
Bentley University
Bon Secours Health System
The Boston Foundation
CA Technologies
The Chase Manhattan Corp.
Dun and Bradstreet
Ethics & Compliance Initiative
Exxon Education Foundation
General Electric
General Mills Foundation
General Motors
Goodyear
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Northrop Grumman
Norton
Polaroid
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Richardson-Merrill Inc.
The Rockefeller Foundation
Scudder Charitable
Foundation
Sears, Roebuck and Co.
Semline Inc.
Stone and Webster
Stop and Shop
Texas Instruments
TIAA
Verizon Communications Inc.
The Whitehead Foundation
Woolworth Company



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