

*Center for Business Ethics*

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CELEBRATING OUR

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YEAR JOURNEY

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*1976 to 2006*



The Center for Business Ethics at Bentley College, founded by W. Michael Hoffman, PhD, marks its 30th anniversary this year, and counts itself among the longest-established centers of its kind in the world.

Since 1976, the center has been making significant and lasting contributions to the field of business ethics.

In 1991, the center helped found the *Ethics Officer Association* (renamed the Ethics and Compliance Officer Association in 2006), an alliance of ethics professionals; the center's own Mike Hoffman was named the first executive director. The group now boasts more than 1,200 members from some 700 companies.

The Center for Business Ethics at Bentley College has also sponsored ten *international conferences* on business ethics — the first in spring 1977 — and has hosted numerous lectures and presentations by leading executives and scholars on an array of timely ethical issues. The published proceedings of

these conferences and lectures are just one of the many resources to be found in what is possibly the most comprehensive business ethics library anywhere. The center attracts researchers from around the world to the Bentley campus.

Since 1991, the center has conducted the Gadfly Business Ethics Workshop — funded over the years by center supporters like the *GE Foundation*, *Guardsmark*, and *Liberty Mutual* — for educators seeking to incorporate business ethics into their courses. The workshop is designed to inspire and assist faculty in helping students raise their ethical awareness and ability to make rational, ethical choices in the business world. Originally open only to Bentley educators, it was relaunched as the *Business Ethics Teaching Workshop* and has been open to professors from universities all over the world since 2004, thanks to the support of State Street Corporation. The 2007 workshop will take place in Madrid, Spain.

Through the center's efforts to integrate business ethics and corporate responsibility into the undergraduate and graduate curricula, Bentley introduced in 1995 *the nation's first business ethics concentration* in an MBA program, and began offering the first graduate certificate in business ethics in 1997.

But educating tomorrow's professionals has been only one part of the center's mission — there is always the current generation of leaders to consider. In 1995, the center partnered with the Ethics Officer Association to create an executive development course called *Managing Ethics in Organizations*. The course, the first of its kind in the world to provide ethics and compliance practitioners with a professional credential, also gave executives the practical knowledge and tools to manage an organization's efforts to ensure business integrity.

As part of its educational mission, the center publishes refereed articles in the internationally recognized quarterly journal *Business and Society Review*. It is read by both academics and practitioners, and articles explore all manner of topics relating to business ethics, corporate responsibility, and governance.

Throughout the years, the center's *corporate partners* and other supporters have been unfailingly generous in support of its mission. *Sears* funded a lectureship in business ethics from 1998 to 2003, and *Raytheon* has funded that lectureship since 2003, bringing corporate CEOs and board chairs to campus to provide new insights for the Bentley community and business leaders on timely topics in business ethics and corporate responsibility. *Verizon* has funded a visiting professorship in business ethics and information technology since 1999.

## 30th Anniversary

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In 2005, as part of the Bentley Alliance for Ethics and Social Responsibility, the center embarked on a multi-year partnership with *State Street Corporation* to establish the *Global Business Ethics Symposium* in honor of the late Timothy B. Harbert '76, Bentley alumnus and trustee. The symposium brings together international experts, corporate leaders, academics and media commentators, among others, for in-depth discussions of best practices and challenges in business ethics and ethics education.

Another milestone: Bentley has established a named *professorship in the study of business ethics*, through the generosity of Charles and Donna Hieken. Hoffman has the honor of being the first Hieken Professor of Business and Professional Ethics.

The center could not effectively accomplish its mission without the assistance of its *supporters*, who hail from nearly every continent. The center's *advisory board*, *visiting scholars*, *executive fellows*, and *research fellows* have all been critical to the center's accomplishments. The Kallman Executive Fellows program has enlisted current and retired executives connected to the ethics and compliance movement to assist the center in its mission through conducting research, providing resources, guest lecturing, representing the center, and bringing real-world experience to scholarship.

The center's 30-year journey has seen business ethics brought to the forefront of public consciousness and, all the while, the center has been an important resource for business professionals. This is not only an occasion to reflect upon what the center has achieved over the last three decades, but also a time to celebrate the vision, leadership and unwavering commitment of the center's many friends, supporters and partners around the world. These individuals and organizations — *people like you* — have contributed immeasurably to bringing the business ethics movement from the margins to the mainstream of global commerce. *The center's 30th anniversary is therefore a tribute to you.*

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BENTLEY is a national leader in business education. Centered on education and research in business and related professions, Bentley blends the breadth and technological strength of a university with the values and student focus of a small college. Our undergraduate curriculum combines business study with a strong foundation in the arts and sciences. A broad array of offerings at the McCallum Graduate School emphasize the impact of technology on business practice, including MBA and Master of Science programs, PhD programs in accountancy and in business, and selected executive programs. Enrolling approximately 4,000 full-time undergraduate, 250 adult part-time undergraduate, and 1,270 graduate students, Bentley is located in Waltham, Mass., minutes west of Boston.