



**2015 BENTLEY GLOBAL BUSINESS ETHICS
SYMPOSIUM & TEACHING WORKSHOP**
In partnership with Copenhagen Business School &
Sustainability in a Scandinavian Context Conference

Sponsored by the State Street Foundation

June 8—June 12, 2015

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SYMPOSIUM AND WORKSHOP AGENDA

Facilitators: Tony Buono, Department of Management & Sociology
Bob Frederick, Department of Philosophy

Preparation/Background Reading:

- F. Reeves, “The Gadfly Business Ethics Project at Bentley College”
- F. Reeves, “Ethical Theories: Tools for Decision Making”
- K. Goodpaster, “Can Ethics Be Taught?”
- M. Josephson, “Teaching Ethical Decision Making and Principled Reasoning”
- J. Laney, “The Education of the Heart”
- D.M. Messick & M. Bazerman, “Ethical Leadership and the Psychology of Decision Making”
- B. Frederick, “What is Common Sense Morality?”

WELCOMING RECEPTION Sunday, June 7th 18:00 – 20:00

**Radisson Blu
Falconer**

DAY 1 Monday, June 8th 8:30 – 17:30

**SYMPOSIUM: SUSTAINABILITY OPPORTUNITIES AND CHALLENGES: LEARNING FROM THE
SCANDINAVIAN CONTEXT**

Registration: 8:30 – 9:30 Program: 9:30– 17:30

Reception: 17:30 – 18:30 CBS Campus

Center for Business Ethics

A Partner in the Bentley Alliance for Ethics & Social Responsibility

Global Business Ethics Symposium & Teaching Workshop - 2

DAY 2 Tuesday, June 9th 9:00 – 17:30 (Reception) CBS

Background Reading:

- F. Reeves, “Some Tips for Integrating Ethics into Functional Courses”
- W.M. Hoffman, “Ethics in Business Education”
- R. Frederick & W.M. Hoffman, “Business Ethics in the Curriculum”
- R. Frederick, “Reflections on Teaching Difficult Ethical Problems”
- F. Reeves, “Ethics Without Philosophical Ethics: Some Commonly Accepted Ethical and Professional Principles”

- 9:00-9:45 Welcome and Introductions**
Workshop Introduction and Overview: The Center for Business Ethics and the Bentley Alliance for Ethics & Social Responsibility
The UN Global Compact, PRME, and the Post-2015 Sustainable Development Goals: Implications for Responsible Management Education,
Tony Buono, Bentley University
- 9:45-10:15 Pedagogical Reflections/Discussion: Lessons from the Classroom I:**
A Curriculum-wide Approach to Infusing Ethics: Possibilities & Limitations,
Tony Buono, Bentley University
- 10:15-11:00 Pedagogical Reflections/Discussion: Lessons from the Classroom II:**
Business Ethics Cases and Emotions: Some Pedagogical Considerations, **Bob Frederick, Bentley University**
- 11:00-11:15 Break**
- 11:15-12:45 Philosophical Challenges of Ethical Reasoning:** Principle-Based Ethics –
Presentation/Discussion with **Bob Frederick, Bentley University**
- 12:45-13:45 Lunch and Discussion with Nordic PRME Group & Sustainability in a
Scandinavian Context Researchers**
- 13:45-15:00 Giving Voice to Values, Mary Gentile, Babson College**
- 15:00-15:15 Break**
- 15:15-16:45 Nordic PRME MOOC Workshop**
- 17:00 SSC Conference Concluding Remarks & Future Direction**
- 17:30 Reception**

Center for Business Ethics
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Global Business Ethics Symposium & Teaching Workshop - 3

DAY 3 **Wednesday, June 10th 9:00 – 17:00**

CBS

Background Reading:

- M. Friedman, “The Social Responsibility of Business is to Increase Its Profits”
- J. Boatright, “What’s So Special about Shareholders?”
- A. Buono & L. Nichols, “Shareholder and Stakeholder Interpretations of Business’ Social Role”
- T. Donaldson, “Values in Tension: Ethics Away from Home”
- K. Hockert, “What Does an (Ir)responsible Management Educator Do?”

9:00-10:00 Giving Voice to Values Part II: A conversation with **Mary Gentile**, *Babson College*

Following a brief "recap" of Mary’s presentation on Day 2, this is your opportunity to raise questions and explore applications that are most important to you – from teaching tactics, case development, use in corporate contexts, integration across the curriculum, use cross culturally, and so forth.

10:00-10:45 Integrating Ethics: Some New Ways to Think About Old Concepts, **Rob Philips**, *University of Richmond*

10:45-11:00 Break

11:00-12:00 What Does an (Ir)responsible Management Educator Do? **Kai Hockert**, *Copenhagen Business School*
Case Discussion (pre-read with preparatory questions)

12:00-13:15 Working Lunch and Discussion

13:15-14:15 Ethical Dilemmas: What Exactly is the 'Grey Area' in Ethics? **Jill Brown**, *Bentley University*

A discussion of ethical dilemmas in business, how to introduce them to students, and the application of ethical decision making; case exercises and in-class exercise.

14:15-15:15 Using Business Ethics Videos: “Rose Thomas” video and group case discussion. **Bob Frederick**, *Bentley University*

Discussion of principles, concepts and pedagogy for thinking about and teaching ethical business decision making.

15:15-15:30 Break

15:30-16:15 Sales Ethics, **Alberto Aleo & Alice Alessandri**, *Passodue (Italy)*

16:15-17:00 Day 3 Wrap-Up

Center for Business Ethics

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DAY 4 Thursday, June 11th 9:00 – 17:00

CBS

Background Reading:

- R. Jackall, “Moral Mazes: Bureaucracy and Managerial Work”
- M. Blasco, “Aligning the Hidden Curriculum of Management Education With PRME: An Inquiry-based Framework”

**INTEGRATING ETHICS & SOCIAL RESPONSIBILITY
IN BUSINESS AND A&S COURSES**

- 9:00--9:45** **Moral Mazes, Bob Frederick, Bentley University**
Using classic articles
- 9:45--10:30** **Responsible Management Education and the Hidden Curriculum, Maribel Blasco, Copenhagen Business School**
An examination of the implicit dimensions of the educational experience.
- 10:30--10:45** **BREAK**
- 10:45--11:30** **Business Mindsets about Ethics and Responsibility: Shareholder v. Stakeholder Views of the Firm, Tony Buono, Bentley University**
Role Play Case Exercise & Discussion: The Panalba Decision
- 11:30--12:15** **Niko Solitander, Hanken School of Economics (Finland)**
- 12:15-13:30** **Working Lunch and Discussion/BREAK**
- 13:30-14:15** **Ali Abdolmohammadi, Bentley University**
- 14:15-15:00** **Mahendra Gujarathi, Bentley University**
- 15:00-15:15** **BREAK**
- 15:15-16:00** **Lan Xia, Bentley University**
- 16:00-16:45** **Steven Chanenson, Villanova University**
- 16:45-17:00** **Day 4 Wrap-Up**

Global Business Ethics Symposium & Teaching Workshop - 5

DAY 5 **Friday, June 12th** **9:00 – 13:00** **CBS**

**INTEGRATING ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS
AND A&S COURSES**

9:00--9:45 **Denie Burks, *Berry College***

9:45--10:30 **Esi Ansah, *Ashesi University (Ghana)***

10:30--10:45 **BREAK**

10:45--11:30 **Greta Steenvoorden, *Hanken School of Economics***

11:30--12:15 **Chang Yau (CY) Hoon, *Singapore Management University***

12:15 --13:00 **Closing Lunch and Workshop Wrap-Up**