UGBA 170 BUSINESS ETHICS FOR THE 21st CENTURY

Spring 2008 COURSE SYLLABUS CCN 08688

UGBA 170-1: TUESDAY 4:10-6:00 p.m. 230 Cheit Hall HSB

[Other section: UGBA 170-2, Thursday, 4:10-6:00 p.m., 230 Cheit]

Instructor:	Jack Phillips (http://www.haas.berkeley.edu/faculty/phillips.html)
Office:	F496 Haas Faculty Wing
Mailbox:	F578 Box Haas Faculty Wing
Phone:	510-643-4192
Email:	phillips@haas.berkeley.edu
Office Hours:	(By appointment)
Required:	 Course Reader Palmer, Helen: <u>The Enneagram Advantage</u> (Reprint) Riso & Hudson: <u>The Wisdom of the Enneagram</u>

Course Website: http://faculty.haas.berkeley.edu/phillips/

Purpose: The purpose of this course is to strengthen the ability to anticipate, critically analyze, appropriately respond to, and provide leadership regarding, ethical issues you will confront as employees and eventually as managers of people, projects, and enterprises. This course will proceed from the recognition that human activity now exerts macrophase influence on all aspects of planetary function, and that we share a concomitant responsibility to discover and express decision-making wisdom commensurate with this power. The course will explore those characteristics of human nature that hinder realization of maximum individual and collective potential as well as those characteristics and practices that can, with cultivation, allow us to more fully realize our inherent integration, imagination, creative capacity, and fully-satisfying participation in the Earth adventure. Instruction will be based on lecture and case analysis, supplemented by topical and philosophical articles and essays.

<u>Requirements</u>: Participants are expected to carefully read all cases and core readings assigned for each class and to be prepared to actively participate in all class discussions. **No unexcused absences are permitted.** In addition, students will prepare three short papers, due on the dates listed below. The course grade will be based 35% on attendance and class participation, 25% on the Enneagram paper, and 40% on the Case Analysis paper.

<u>Readings</u>: The cases and articles assigned are available in the course reader. The two books on the Enneagram are required texts. Additional materials will be distributed in class.

Class I 22 January INTRODUCTION TO BUSINESS ETHICS

Lecture: The Great Context of Human Ethics

Class II 29 January THE INTERNAL AND EXTERNAL CONTEXT OF BUSINESS

Lecture: Introduction to the Enneagram as a Tool for Self-Discovery

Core Reading:

*Helen Palmer: The Enneagram Advantage, Overview, What Type Am I? (pp. 1-14)

- * David Vogel: "Business Ethics: New Perspectives on Old Problems," <u>California Management</u> <u>Review</u>, Summer, 1991
- * J. Unseem: "New Ethics or No Ethics," pp. 83-86, Fortune, March 20, 2000

Class III 5 February MAINTAINING PERSONAL INTEGRITY IN THE WORKPLACE (I)

Lecture: Our Evolutionary Inheritance -- The Beginning of Time Until The Creation of Planet Earth

Case:

*Kathryn McNeil (A), Harvard Business School Case 9-934-111 [(B) to be distributed in class.]

Core Reading:

* Brian Swimme & Thomas Berry: "Prologue: The Story" from The Universe Story

Class IV	12 February	MAINTAINING PERSONAL INTEGRITY IN THE WORKPLACE (II)
Lecture:	Our Evolutionary Inheritance The Earth's Journey Until the Human	
	DUE IN CLASS	S: PRELIMINARY ENNEAGRAM IDENTIFICATION
Class V	19 February	MAINTAINING PERSONAL INTEGRITY OUTSIDE THE WORKPLACE
Lecture:	Our Evolutiona	rry Inheritance The Human Brain / The Human Mind
Case: *Will She Fit In? Harvard Business School Case 97208		

Class VI 26 February MAINTAINING PERSONAL INTEGRITY AT HOME

Lecture: The Modern Period -- <u>Macrophase Powers</u> Meet <u>Microphase Intelligence</u>

DUE IN CLASS: FINAL ENNEAGRAM PAPERS

Case:

*The Analyst's Dilemma, Harvard Business School Case 9-394-056 [(B) to be distributed in class.]

Class VII 4 March THE ETHICS OF STRATEGY

Lecture: Points of Inspiration -- Evidence of Macrophase Intelligence

Case:

*RU 486 (A) and (B), Harvard Business School Cases 9-391-050 & 9-391-051

Core Reading:

*Barry Newman: "Among Those Wary of Abortion Pill is Maker's Firm" <u>WSJ</u>, February 22, 1993 *Joseph Badaracco, Jr: "The Discipline of Building Character" <u>Harvard Business Review</u>, March-April, 1998

Class VIII	11 March	BUSINESS RESPONSIBILITY TO THE GLOBAL
		COMMUNITY (A)

Case:

*H. B. Fuller in Honduras, Graduate School of Business, Columbia University

Core Reading:

*J. Ross: "Street Children Sniff Solvents to Forget How Hungry They Are" San Francisco Chronicle, November 24, 1993 *Diana Hendriques: "Black Mark for a 'Good Citizen'" NYT, September, 25, 1995

Class IX 18 March GLOBAL STANDARDS FOR COMPETITION (A)

Case:

*International Sourcing in Athletic Footwear: Nike and Reebok, Harvard Business School Case N9-394-189

Core Reading:

*Martha Nichols: "Third World Families At Work: Child Labor or Child Care?" Harvard Business Review, January-February, 1993

*Robert Haas: "Ethics in the Trenches" Across the Board, May, 1994

*Debora Spar: "The Spotlight and the Bottom Line" Foreign Affairs, March-April, 1998

*Aaron Bernstein: "Sweatshop Reform: How to Resolve the Standoff" Business Week, May 3, 1999

*** SPRING BREAK - HAVE A GREAT ONE! ***

Class X 1 April GLOBAL STANDARDS FOR COMPETITION (B)

[Continue discussion of Nike and related materials.]

Class XI 8 April **BUSINESS RESPONSIBILITY TO THE GLOBAL COMMUNITY (B)**

Case:

*Merck and Co., Inc. (A) & (B), The Business Enterprise Trust, 90-013 [(C) and (D) to be distributed in class.]

Class XII 15 April **SPEAKING YOUR TRUTH (A)**

DUE IN CLASS: 1-MINUTE ORAL PRESENTATION

Core Reading:

*T.J. Rodgers: "Profits vs. PC" Reason, October, 1996 *Milton Friedman: "The Social Responsibility of Business is to Increase Its Profits" NYT, September 23, 1970 *John Kay: "Honesty is Not the Best Policy" Across the Board, June, 1997 *James Krohe, Jr: "The Big Business of Business Ethics" Across the Board, May 1997

*Trevino, Hartman, & Brown: "Moral Person and Moral Manager: How Executives Develop a Reputation for Ethical Leadership" CMR, 42, Summer 2000

Class XIII 22 April **SPEAKING YOUR TRUTH (B)**

DUE IN CLASS: 1-MINUTE ORAL PRESENTATION

Class XIV 29 April ETHICS AS RADICAL INTEGRATION

Lecture: Ethics On the Line -- Alignment, Integration, and Action

Core Reading:

*Thomas Berry: "Moments of Grace" from The Great Work

6 May No class meeting; use time for Case Paper and Personal Reflection

CASE ANALYSIS PAPER DUE: FRIDAY, 9 MAY, 5:00 P.M., Mailbox, Haas F578

FINAL EXAM (PERSONAL REFLECTION) DUE: Friday, 16 MAY, 5:00 p.m., Mailbox, Haas F578

30/Mar/08

UGBA 170 BUSINESS ETHICS FOR THE 21st CENTURY

Spring 2008 COURSE SYLLABUS CCN 08691

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