

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: 1) Course Reader
2) Palmer, Helen: The Enneagram Advantage (Reprint)
3) Riso & Hudson: The Wisdom of the Enneagram

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.

Requirements: 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.

Readings: 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," California Management Review, Summer, 1991
 - * J. Unseem: "New Ethics or No Ethics," pp. 83-86, *Fortune*, March 20, 2000
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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*
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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: PRELIMINARY ENNEAGRAM IDENTIFICATION

Class V **19 February** **MAINTAINING PERSONAL INTEGRITY OUTSIDE THE
WORKPLACE**

Lecture: **Our Evolutionary 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 -- Macrophase Powers Meet Microphase Intelligence

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" WSJ, February 22, 1993
*Joseph Badaracco, Jr: "The Discipline of Building Character" Harvard Business Review, 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

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CCN 08691

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Lecture: **The Great Context of Human Ethics**

Class II **31 January** **THE INTERNAL AND EXTERNAL CONTEXT OF BUSINESS**

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

Core Reading:

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 - * David Vogel: "Business Ethics: New Perspectives on Old Problems," California Management Review, Summer, 1991
 - * J. Unseem: "New Ethics or No Ethics," pp. 83-86, *Fortune*, March 20, 2000
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Class III **7 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 **14 February** **MAINTAINING PERSONAL INTEGRITY IN THE
WORKPLACE (II)**

Lecture: **Our Evolutionary Inheritance -- The Earth's Journey Until the Human**

DUE IN CLASS: PRELIMINARY ENNEAGRAM IDENTIFICATION

Class V **21 February** **MAINTAINING PERSONAL INTEGRITY OUTSIDE THE
WORKPLACE**

Lecture: **Our Evolutionary Inheritance -- The Human Brain / The Human Mind**

Case:

- *Will She Fit In? Harvard Business School Case 97208
-

Class VI 28 February MAINTAINING PERSONAL INTEGRITY AT HOME

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