SILABUS MATAKULIAH

BUSINESS ETHICS & CORPORATE GOVERNANCE

(MM 420003)

BAGIAN-1: BUSINESS ETHICS

TRIMESTER 2 – 2009/2010

MAGISTER MANAJEMEN UNIKOM

Deskripsi Matakuliah Bagian-1 [Business Ethics]

Matakuliah ini bermaksud memberikan dasar etika bisnis untuk mahasiswa pascasarjana Magister Manajemen. Topik-topik yang dicakup antara lain tentang relativisme etis, teori-teori utama etika normatif, hakekat perusahaan, tanggung jawab sosial perusahaan, budaya perusahaan, dan kepemimpinan etis dalam perusahaan. Topik etika bisnis fungsional seperti etika pemasaran, etika periklanan, etika keuangan, etika manajemen sumber daya manusia, dan lain-lain tidak dicakup disini, namun mahasiswa diharapkan bisa memperdalam sendiri sesuai kebutuhannya dengan menggunakan konsep-onsep dasar yang dicakup dalam matakuliah ini.

Tujuan Matakuliah Bagian-1 [Business Ethics]

Matakuliah ini bertujuan mencerahkan mahasiswa tentang perlunya mengimplentasikan etika dalam dunia bisnis yang ditekuninya. Ini bukan upaya moralisasi, melainkan mengajak mahasiswa untuk melakukan refleksi sendiri tentang perlunya etika dalam berbisnis. Pada akhir perkuliahan, mahasiswa diharapkan mempunyai pemahaman dasar etika dan mampu mengapresiasi, menganalisa, mendiskusikan dan mengevaluasi secara kritis problem-problem etika dalam dunia bisnis dan manajemen.

Metode Pembelajaran [Modes of learning]

Lecture/ Seminar (presentation and class discussion).

Sistem Evaluasi Matakuliah Bagian-1 [Business Ethics = total 50%]

Class participation	10%
Examination	40%

Course Facilitator

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TOPICAL OUTLINE AND OBJECTIVES
[BAGIAN-1: Business Ethics]

Week	TOPICS	SUBTOPICS	LEARNING GOAL	REFERENCES
1 **29/8**	Introduction to Business Ethics	Introduction to Business Ethics; Why be moral in business; ethical issues in business.	To know ethical problems in business and reasons why to study business ethics.	*Frederick, Post & Davis, 1992 *Marion, 1994
2 **05/9**	Argument against Ethical Relativism and Ethical Dualism	Ethical Relativism; Absolutism; Ethical Dualism; Ethical Holism.	To understand why ethical relativism and ethical dualism are not defensible, and why religion is still relevant.	*Spaemann, 1989 *Gustafson, 2000 *Chanthavong, 2002
3 **12/9**	Main Normative Ethical Theories	Utilitarian Theories, Kantian Ethics (Deontology), Virtue Ethics.	To comprehend how the main ethical theories offer to solve ethical problems.	*Beauchamp & Bowie 1993 *Kidder, 1995 *Velazquez, 2006
4 **10/10**	Respecting Others as Human Beings	The importance of respecting others as human beings; the case of Transnational Business Ethics.	To understand why we should respect others as human beings.	*Dillon, 2008 *Smilansky, 2006 *Quinn & Patrick, 1994.
5 **17/10**	The Nature of Corporation and Corporate Responsibility Debate	The nature and moral status of corporation; the social responsibility of corporation	To understand how ethical problems in business naturally emerge and how they lead to the corporate responsibility debate.	*Buchholz & Rosenthal, 1997 *Friedman, 1979 * Evan& Freeman, 1993 *Goodpaster, 1993 * Mokhiber, 1987
6 **24/10**	Corporate Citizenship	The separation thesis; Corporate Citizenship; Corporate Power	To understand the concept of corporate citizenship, the problem of democracy and corporate power.	*Freeman, 1994 * Carroll, AB & Buchholtz, 2003 *Weber, 1996 *Bader, 2006
7 **31/10**	Integrity Strategy, Corporate Culture, and Ethical Leadership	Compliance strategy versus integrity strategy; Corporate culture; Ethical leadership	To understand the efficacy of the integrity-based approach and the role of corporate culture and leadership in creating ethical corporation.	*Paine, 1994 *Desjardins, 2009 *Nash & Kirsch, 1994
8 **07/11**	**Examination**			

References

Session (1): *Introduction to Business Ethics* [28/08/2009]

Reading: Frederick, W.C., Post, J.E. & Davis, K. "Ethical Dilemmas in Business" Chapter 3 in *Business and Society: Corporate Strategy, Public Policy, Ethics*, 7th ed., 51-75. Singapore: McGraw-Hill, 1992.

Case : Marion, Gilles. "Chevignon: It All Went up in Smoke." In *European Casebook on Business Ethics*. Eds. Brian Harvey, Henk van Luijk and Horst Steinmann. 111-27. Hertfordshire: Prentice Hall, 1994.

Session (2): *Argument against Ethical Relativism and Ethical Dualism* [05/09/2009]

Reading: Spaemann, Robert. 1989, "Moral Philosophy: are good and evil relative?" Chapter 1 in *Basic Moral Concepts*, 1-12. New York: Routledge, 1989.

Gustafson, Andrew. 2000 "In Support of Ethical Holism: A Response to Religious Perspective in Business Ethics." *Business Ethics Quarterly* 10:2: 441-50.

Case : Chanthavong, S. "Chocolate and Slavery: Child Labor in Cote d'Ivoire." *TED Case Studies 664*(2002). http://www1.american.edu/edu/ted/chocolate-slave.htm.

Session (3): *Main Normative Ethical Theories* [12/9/2009]

Reading: Beauchamp, T.L. & Bowie, N.E. "Normative Ethical Theory" Part-2 of Chapter-1 in *Ethical Theory and Business*. 4th ed., 20-43. New Jersey: Prentice Hall, New Jersey, 1993.

Kidder, R.M. "Overview: The Ethics of Right versus Right" Chapter 1 in *How Good People Make Tough Choices*, 13-29. New York: William Morrow & Co, 1995.

Case : Velasquez, Manuel G. "Unocal in Burma." In *Business Ethics: Concept and Cases*, 6th ed, 119-22. New Jersey: Pearson – Prentice Hall, 2006.

Session (4): *Respecting Others as Human Beings* [10/10/2009]

Reading: Dillon, Robin S. "Respect." *The Stanford Encyclopedia of Philosophy (Fall 2008 Edition). Eds. Edward N. Zalta. http://plato.stanford.edu/archives/fall 2008/entries/respect/>.*

Smilansky, Saul. "Free Will and Respect for Persons." *Midwest Studies in Philosophy* XXIX (2005): 248-61.

Case : Quinn, John F. and Joseph A. Petrick. "U.S. International Competitiveness and the Challenge of Expanding the Jurisdiction of Human Dignity." In *Emerging Global Business Ethics*. 107-18. Eds. W. Michael Hoffman et al. Wesport CT, London: Quorum Books, 1994.

Session (5): *The Nature of Corporation and Corporate Responsibility Debate* [17/10/2009]

Reading: Buchholz, R.A. & Rosenthal, S.B. "The Nature of the Corporation." Chapter 8 in *Business Ethics: The Pragmatic Path beyond Principles to Process*. 166-77. New Jersey: Prentice Hall, 1997.

Friedman, Milton. "The Social Responsibility of Business is to Increase Its Profits." *The New York Times Magazine*, September 13, 1970.

Evan, W.M. & Freeman, R.E. "A Stakeholder Theory of the Modern Corporation: Kantian Capitalism." In *Ethical Theory and Business.* 4th ed., 75-84. Eds. Beauchamp, T.L. and Bowie, N.E. New Jersey: Prentice Hall, 1993.

Goodpaster, Kenneth E. "Business Ethics and Stakeholder Analysis." *Business Ethics Quarterly* 1:1 (1991): 53-73, reprinted in *Ethical Theory and Business,* 4th ed., 85-93. Eds. Beauchamp, T.L. & Bowie, N.E. New Jersey: Prentice Hall, 1993.

Case : Mokhiber, Russell. "Union Carbide and the Devastation of Bhopal." *The Multinational Monitor* 8:4 (1987).

Session (6): *Corporate Citizenship* [24/10/2009]

Reading: Freeman, Robert E. "The Politics of Stakeholder Theory: Some Future Directions." *Business Ethics Quarterly* 4:4 (1994): 409-421

Carroll, A.B. & Buchholtz, A.K. "Corporate Citizenship: Social Responsibility, Responsiveness, and Performance." Chapter 2 in *Business & Society: Ethics and Stakeholder Management*, 29-55. Mason: South Western – Thomson, 2003.

Weber, Leonard J. "Citizenship and Democracy: The Ethics of Corporate Lobbying." *Business Ethics Quarterly* 6:2 (1996): 253-9.

Case : Bader, Sharon. "A Corporate Class." (Ch.1). "Conclusion: The Triumph of Corporate Rights." (Ch.11). In *Suiting Themselves: How Corporations Drive the Global Agenda*. 1-8, 219-24. London: Earthscan, 2006.

Session (7): *Integrity Strategy, Corporate Culture, and Ethical Leadership* [31/10/2009]

Reading: Paine, L.S. "Managing for Organizational Integrity." *Harvard Business Review* (March/April 1994): 106-17.

Desjardins, Joseph. "Corporate Culture, Governance, and Ethical Leadership." Chapter 4 in *An Introduction to Business Ethics.* 3rd ed., 72-90. McGraw Hill, 2009.

Case : Nash, June and Max Kirsch. "Corporate Culture and Social Responsibility: The Case of Toxic Wastes in a New England Community." In *Anthropological Perspectives on Organizational Culture*. 357-71. Eds. Tomoko Hamada and Willis E. Sibley. Lanham, New York, London: University Press of America, 1994.