B8510 Session 8: Ethics
Assignments

Readings:

"The Globalization of Business Ethics: Why Americans Remain Distinctive"
Adler: pp. 173-179. You will find on pp. 173-176 some cases on ethical decision-making. We will be discussing these cases in class, using the cultural synergy model proposed by Adler in Chapter 4.

Also, please read Chapter 4 in Adler: "Creating Cultural Synergy." I inadvertently omitted this from the syllabus, but is an excellent, and important chapter.

There are two cases, both of which can be skimmed.

1. "Exporting American Culture" The study question for this is simple: is this an ethical issue?

2. "International Sourcing in Athletic Footwear." The study question: how do you assess the different approaches of the two companies?

The WC text has a short but useful introduction to ethical decision-making on pp. 53-60.