

LOYOLA COLLEGE
SELLINGER SCHOOL OF BUSINESS AND MANAGEMENT
Department of Law and Social Responsibility
Chilean Study Tour 2009

GB 779: International Study Tour -- International Ethics and Social Responsibility

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Course Objectives: The Study Tour is an experiential learning course. After completing the Study Tour, students should be able to:

- Explain the theoretical underpinnings of corporate social responsibility and ethics in the international context.
- Identify issues of social responsibility relevant to Chilean industry and specific organizations visited.
- Understand how leaders of multi-national and Chilean organizations, including not-for-profit organizations, address social responsibility issues.
- Have some understanding of Chilean culture and how it affects doing business in Chile.

Additionally, the Loyola College Graduate Curriculum Committee Subcommittee on the Global Elective has approved this course to “count” for the Global Elective Requirement.

Required Readings and Materials

The text in this course will be a course readings booklet for sale in the bookstore. In addition, a set of course materials will be provided. It will include (a) travel information, (b) country and city information, and (c) site visit information.

General Information

1. Basis for Grade and Course Requirements: The final grade will be based on the following:

| | |
|---|------------|
| Environmental Profile and Team Presentation | 150 points |
| Industry/Company Profile and Team Presentation..... | 200 points |
| Class Participation and Conduct | 250 points |
| Daily Site Visit | 200 points |
| Stakeholder Assignments..... | 50 points |
| Final Examination..... | 150 points |

2. Class Participation and Conduct: Perhaps the best way to enhance the overall learning environment is to fully participate (this is an experiential course) and to conduct yourself responsibly. Students are expected to comply with the Study Tour Guidelines and the Sellinger School Code of Conduct for International Study Tours. I place a premium on respecting those around you at all times and on being on time for everything. Class participation is 25% (or 250 points out of 1000) of your overall course grade. Your class participation grade will be based on three components: 1) professionalism; 2) attendance and preparation; and 3) participation.

You will be evaluated as follows:

- **Professionalism**: You are expected to complete/submit administrative requirements on-time and without repeated reminders. These include copies of your passport, signed waiver forms, completed student profile forms. You are expected to come on time for all classes and site visits, be attentive and respectful at all times. In addition, you are expected to act as a professional at all times while in Chile (as you would on a business trip for your company) and to adhere to all Study Tour Behavioral Guidelines, including professional attire and conduct.
- **Attendance and Class Participation**: Students are expected to attend all pre-trip course sessions. If you miss more than one pre-trip session, you will receive no points for this component. In addition, you are expected to read all assigned materials, complete the study questions and to come to class prepared to participate in class discussion.
- **Attendance and Site Visit Participation**: Students are expected to attend all site/company visits. In addition, your participation grade will take into account your conduct at the company visit. You are expected to read assigned materials on the industry/company prior to the site visit and to ask thoughtful questions. You have primary responsibilities at the company site on which your team made its presentation. These responsibilities may include presenting “gifts” to the host company (we will provide you with the gifts), contributing to a successful question/answer session, and writing follow-up thank you letters.

Specifically, I will evaluate class participation as follows:

Attendance and Class Participation: 125 points
Attendance and Site Visit Participation: 125 points

3. Study Questions: To encourage meaningful class discussion and to help you understand the readings, I have prepared study questions to guide your reading. You should do your best to answer these questions. These answers will not be collected, and class discussion will rarely consider all of these questions. However, the answers to these questions will provide the necessary background for class discussion. Moreover, answers to these questions will help you prepare for the final examination.

4. Environmental Profile: The Study Tour will be broken into teams. Each team will be assigned one aspect of the Chilean business environment (e.g., political/legal, economic, cultural/social, technological, natural environment). Each team will research and describe salient features of the aspect of the environment within which a multi-national or Chilean corporation operates. Further details are provided in your Course Packet (Under Assignments).
- Each team will make a 15 minute PowerPoint presentation to the class on November 1.
 - Each team will post the presentation in the Blackboard drop box by October 30th.
 - Each team is expected to support the profile with recent data and complete references.
5. Company/Site Visit Profile: We will visit companies representing specific industries (e.g., mining, wine, health care) and not-for-profit organizations allowing us to consider societal issues (e.g., InfoCap). Each team will be assigned a specific site visit. The purpose of this assignment is for your team to acquaint the class with the company to be visited. Because the companies are different, and what we expect to learn from each company is different, the specifics of this assignment will vary depending upon the company assigned. Your assignment will fall into one of two categories:

Company representing specific industry

In this case, the team will research and describe the salient characteristics of the company and the industry within which that company operates. In addition, each team should discuss the history of the particular company to be visited, its location, size, financials, product line etc. What particular challenges are faced by that organization in Chile? The detailed assignment is attached.

In addition, each team will address two questions that are directly related to ethics and corporate responsibility. First, each team should describe the ethical and social responsibility issues facing the assigned industry in general. For example, a presentation on the forestry industry would outline issues related to destruction of the rain forest. This would include issues related to the environment and to indigenous peoples. Students should be careful to relate this to the environments discussed above. For example, how do these environments shape this industry and the ethical issues it faces? Second, each team should identify the ethical and social responsibility issues that this firm is facing. Be specific. In addition, each team should, to the extent possible, learn something about this firm's stance on social responsibility. For example, have they agreed to abide by any international principles?

Not-for-Profit

Each organization has been created to address a specific societal issue facing Chile (e.g., poverty, worker safety). In this case, the team will research that issue. Identify and explain the nature of the issue that this organization is acting to address? Be specific. Include as many details as you can; if possible, relate this issue briefly to U.S. practice.

In addition, each team will *briefly* outline how this organization is working to address this issue? Each team should discover and prepare a summary explanation of what this organization does. Further details are provided in your Course Packet (Under Assignments).

Regardless of which type of Company/Site Visit Profile you are completing:

- Each team will present, in a 15 minute PowerPoint presentation, what it has uncovered about the industry/ issue assigned and will instruct the class in relevant details about the organization to be visited. This presentation is due on December 13th.
- Each team will post the presentation in the Blackboard drop box by December 11th.
- Each team is expected to support the profile with recent data and complete references.
- In addition, each team should identify 4-5 questions that you would want to ask upon our visit to that firm. Each team is responsible for taking the lead in questioning during the site visit for their team.

6. Daily Site visit and Stakeholder assignments: You will be responsible for completing a Daily Site visit report on each site visit. This report will require you to reflect on lessons learned from each site visit attended. Further details are provided in the course packet (under Assignments).

We will visit a variety of companies and not-for-profit organizations that will allow us to address various ethical and social responsibility issues currently facing Chilean businesses. The Stakeholder assignment asks you to discuss an issue facing each stakeholder (e.g., consumer, environment, society, labor). This assignment will ask you to relate this issue specifically to the site visits that we have attended. Further details are provided in the course packet (under Assignments).

7. Final Examination: The final examination will be held on Saturday, January 10th. It is an in-class, open notes examination. The final examination will allow you to integrate the site visit and cultural learnings with the class room readings.

8. Blackboard
The completed pre-trip assignments from each team will be posted on Blackboard. It is expected that all class participants will familiarize themselves with these reports. All course materials, PowerPoint slides, and assignments will be posted on Blackboard. Blackboard will be the primary method of communicating with the class pre-trip.

9. This syllabus is subject to change.

Course Outline

R= Readings Packet

BL= Blackboard Link

Pre-Trip Classes

- Class #1: Introduction to GB 779 and the Chilean Study Tour
October 11 Introduction to the Chilean Business environment
Assignment: R, “Chile: Latin America’s Star Performer”
- Class #2 Introduction to the International Ethics and CSR Framework
October 18 Assignment: R, Marcus, Kaiser, “International Considerations in Multinational Operations”
BL, Stone, “Where the Law Ends”
R, Donaldson, “Values in Tension: Ethics Away from Home”
- Human Rights
Assignment: R, “Human Rights Violations in Chile”
BL, "Chile: Country Reports on Human Rights Practices
- Video: The Pinochet Case*
- Class #3 Marketing and Ethics Classes Meet Together
November 1 The Chilean Business Environment
History, Culture and Chilean Politics

Student Environment Presentations

- Class #4 The Stakeholder Model in International CSR
November 15 Each member of the class, will be assigned one of the stakeholder/issues below.
Environment: Rivers
Assignment: R, Altieri & Rojas, “Lessons from a Latin Partner”
BL, “The Bio-Bio River Case, Chile”
BL, Rohter, “Debating the Course of Chile’s Rivers”

Environment: Forests

- Assignment: R, Altieri & Rojas, "Lessons from a Latin Partner"
BL, "Chile's Frontier Forests: Conserving a Global Treasure"
BL, Kerosky, "Chile's Senate Passes Native Forest Law"

Labor: Right to an Ethical Wage

- Assignment: R, Custer, "Labor Responsibility in Chile"
BL, Pallisgaard, "Chile's Ethical Wage Debate Continues"
BL, Estrada, "Copper Miners strike may set precedent for labour rights"

The Salmon Industry

- Assignment: R, Schurman, "Fish and Flexibility: Working in the New Chile"
R, Fishman, "The Story of Wal-Mart and Chilean Salmon"
R, Franklin & Woods, "Deep Water"
BL, White, "Fish Virus in Chile raises alarm bells"

Society

- Assignment: R, Riesco, "Corporate Social Responsibility and the Mining Industry in Chile"
R, Newbold, "Balancing Economic Considerations And the Rights of Indigenous People: The Mapuche People of Chile"

Class #5
December 13

Student Company/ Site Visit Presentations

- Assignment: BL, "What's Doing in Santiago?"

Lessons Learned
Tour Logistics