

Milan 2011 – Monday 2 May – Thursday 5 May

Course overview

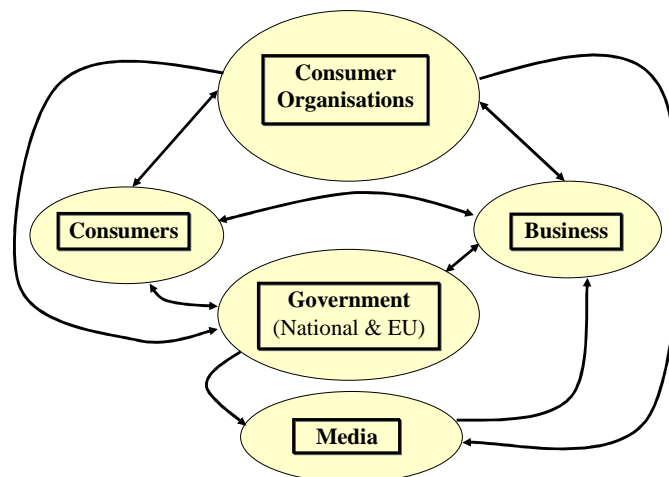
Title: Contemporary consumer and business ethics

Overview

This course explores the impact of ethics on the lives of today's consumer and examines the reaction of companies and other interest groups to these changing views.

The study of ethics has a long and complex history but arguably can be narrowed down to the perception of right and wrong. The Roman philosopher Cicero (106-43BC) stated that *what is morally wrong can never be advantageous, even when it enables you to make some gain that you believe to be to your advantage*. Today we are still faced with these types of decisions although given advancements that have led to globalisation our ability to identify the wrong we are doing through for instance our high levels of consumption, is perhaps less clear.

Taking a consumerist viewpoint this course aims to identify the flows of information that lead to changes resulting from the impact of ethics. Through the use of practical examples the course will examine how different interest groups have both; impacted upon these changes; and how they have reacted to them. The following basic model is used as a basis for the course in identifying the flows of information in contemporary ethics.



Each of these interest groups will be examined in some detail and an analysis of how ethics are changing and how they are likely to change in the future, will be looked at. Some of the topical issues that will be discussed are outlined in the coursework brief. A timetable including some outline notes for the classes is available separately.