

Social Issues in Management and Business Ethics: Exercises and Activities

Exercise/Activity Title:

Assessing Ethical and Financial Performance

Exercise/Activity Explanation (150 words or less):

Students need to understand the relationship between economic performance and ethical performance. This is approached in three ways:

- Students explore the Ethisphere website (www.ethisphere.com) which provides an "ethics index" of the "top 100 ethical companies" and see how these firms outperform various financial benchmarks.
- Students explore the Boston College Center for Corporate Citizenship website to view the International Corporate Citizenship Film Festival winners (<http://ccc.bc.edu/index.cfm?pageId=3361>) which links corporate citizenship with firm performance.
- Students visit the business school's Investment Lab, are assigned a mutual fund that screens for various ethical or social criteria, and research how these funds perform versus the benchmarks. Students are also required to write a one-page paper convincing someone why s/he should invest retirement money in the fund assigned.

Assignment is on the following page.

Optional – Contact Information:

If interested in additional information, please contact Professor James Weber, Executive Director, Institute for Ethics in Business, Duquesne University, 600 Forbes Avenue, Pittsburgh, PA; weberj@duq.edu

"Social Investments"

James Weber, Duquesne University, weberj@duq.edu

You are to prepare a one-page (maximum) report based on your research in the Investment Lab for the socially screened mutual fund provided to you by Dr. Weber. The report should include the following (with maximum points to be earned noted):

- a) The name of the fund (5 points),
- b) The funds objectives or purpose or screening criteria (5 points),
- c) The one-year, three-year and five-year year performance of the fund (if in existence that long) and compared to a benchmark standard of performance – in tabular format (10 points), and
- d) A convincing argument as to why Dr. Weber, specifically, should purchase this mutual fund – be specific and provide detail (30 points – *more than half of the paper's total grade*).

Sections A and B should be a sentence or two. Section C should be about 1/3 of a page. **Section D is the PRIMARY SECTION** and should be at least 1/2 of a page of text since it is worth more than half of your assignment's grade.