The College of Business and Behavioral Science at Clemson University has consolidated many of its graduate business and community outreach programs to the former Bowater building overlooking Falls Park on the Reedy River. The Clemson at the Falls campus is a vibrant center for business education conveniently located in the midst of a growing, globally engaged community.

Clemson at the Falls follows the successful land-grant model of economic development, which is to go where the business needs and the market are.

The programs and activities of the Rutland Institute for Ethics are multidisciplinary and are intended to benefit both the campus and the community. Campus activities focus on three groups: students, faculty and staff. Community programs are designed to reach as much of the community as possible, with special attention directed to the business, education and professional sectors.

The Rutland Ethics Alliance provides financial support for The Robert J. Rutland Institute for Ethics at Clemson University, an organization committed to the promotion of ethics at Clemson and in other life communities. The principal academic partner of the Rutland Institute is the Clemson University Department of Philosophy & Religion. The REA is committed to nurturing an ethical environment at Clemson.

Members of the Rutland Ethics Alliance support the mission and values of the Rutland Institute for Ethics and acknowledge their importance to the creation of a stable and peaceful future. Join at...

http://www.clemson.edu/ethics/REA

**cover photo of the 2009 MBA Ethical Leadership Case Competition**
THE TEAM

“SLK Consulting”
Sarah Dawkins; second year MBA, Marketing
Karl Krull; second year MBA, Supply Chain
Laura Braun; first year MBA, Supply Chain

“The Orange Standard”
Paul Ballenger; first year MBA, Undecided
Jason Sturgis; first year MBA, Entrepreneurship & Innovation
Rachel Broadbent; first year MBA, International Business

“MBA Consulting Group”
Lauren Knight; first year MBA, Supply Chain
Lindsey Duncan; first year MBA, Healthcare Administration
Steve Apple; first year MBA, Undecided

THE CASE COMPETITION

Employers’ Dilemma: Employer Protection vs. Employee Privacy

Background
Technological threats to the right of privacy are not new. For example, in 1890, when photography and the printing press raised privacy concerns, Supreme Court Justice Louis Brandeis and attorney Samuel Warren wrote a now famous article, “The Right to Privacy,” published in the Harvard Law Review, in which they noted that it has been ‘necessary from time to time to define anew the exact nature and extent” of the protection the common law provides “in person and in property.” The already uneasy relationship between privacy and technology has become more uneasy, unsettling too, in the last decade. With the advent of the Internet, communication has never been more convenient—and tracking it has never been easier. Companies are quickly snatching up the newest cyberveillance software. Experts worry about a backlash from employees who want privacy and trust and they wonder whether it is once again time to redefine the nature and extent of privacy protection.

THE CASE COMPETITION (con’t)

Global Banking Ltd. is a one-hundred-year-old American company with offices worldwide. Specializing in retail banking and financial services, Global is a well-managed, relatively fast-paced bank with a culture that inspires employee loyalty and trust. In the most recent fiscal year, the company reported assets in excess of $50 billion. The company believes it is successful because it employs the best people and utilizes the best technology in the world. Bank executives have been talking about installing software on their global intranet that will monitor every employee’s computer activity, both online and offline. In essence, they would be monitoring every message sent, every web site visited, every file formatted, and every key stroked, even if the employee never stored the data. The executives have identified three options, which have been shared with Global’s Board of Directors.

The situation: The Board of Directors is concerned about the impact of any move on this front. One director asked pointedly, “Do we have any clear idea whether such software will prove to be a productivity booster or a morale buster?” Because they are uncertain and believe the stakes are high, the Board has hired your consulting firm to conduct a thorough evaluation of the three options they have seen as well as any others you can identify and then make a recommendation for action. The Board wants to act responsibly—rightly, wisely, in the best interests of the company.

THE JUDGES

Betty Ellis
Communication Works, LLC

Anna Locke
AT Locke Total Accounting

Julie Godshall Brown
Godshall Staffing

Michael Morris
ZF Transmissions

John Hardaway
Nexsen Pruet

Jim Hendrix
Graphic Cow