

Managing Human Rights in Business

Haas School of Business, UC-Berkeley

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Course: UGBA 192T-3

Time: M 2:00PM-4:00PM

C330 Cheit Hall

Spring 2020

Units: 2

Course Description

Imagine that, two years after graduating from UC Berkeley, you are:

- Working in the procurement department of a food and beverage company that sources cocoa from West Africa – how do you ensure that the chocolate products bearing your company's brand are made from ingredients produced in ethical working conditions?
- Managing a social media platform and the Myanmar government asks you to take down a user's post critical of the military – what criteria do you use to balance the government's interests against those of the user's freedom of speech?
- Selling a life-saving cancer drug developed by a biotech company that carries a price that is a barrier to access for many of those that need it – how and what criteria do you use to assess the interests of consumers, the company, and other stakeholders?



Business today faces these and other human rights dilemmas on a daily basis. Through interactive exercises, debates, scenarios and role play, we will put you in the shoes of a rapidly expanding community of business managers whose job it is to make sure that their companies do not abuse human rights and, if they do, to stop the abuse and provide appropriate remedies. Applying over 20 years of experience advising companies on human rights, we will provide you with the knowledge, skills and tools to identify and address a company's human rights risks and to leverage the power of business to advance human rights around the world. Through guest lectures, students will have the opportunity to engage first hand with business leaders and human rights advocates dealing with these issues. This course, one of the first of its kind offered at a business school, will prepare students for this growing field of practice at the intersection of business and human rights. It is designed to meet the following learning objectives:

- Provide students with an overview of the international human rights framework and global business and human rights standards and guidelines
- Enable students to analyze the ways in which companies can impact human rights both negatively and positively, and to assess the degree to which companies are and should be responsible for human rights impacts
- Give students the knowledge, skills, and tools to effectively manage a company's human rights impacts as a corporate human rights managers, external consultants, or civil society advocate
- Practice the communication and persuasion skills necessary to successfully address human rights issues within a complex multinational corporation

Faris Natour leads the Human Rights and Business Initiative at the Center for Responsible Business at Berkeley Haas. As co-founder of Article One (www.articleoneadvisors.com) Faris advises multinational companies on human rights strategy and management. Previously, Faris held various leadership positions at BSR (www.bsr.org), a global business network and sustainability consultancy. He led BSR's global human rights practice from 2011-2015. Faris received law degrees from George Washington University Law School and Universitaet Regensburg, Germany.

Roger McElrath has extensive professional experience delivering consulting and research services to companies on critical social, community, and environmental issues. His work at BSR in the area of human rights has included a leadership role in developing and implementing methodologies for calculating living wages in multiple countries, assisting in the development of human rights assessment tools for the extractives and agricultural industries, and conducting human rights risk assessments. Roger holds a Master's degree from the George Washington University in International Affairs.