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### **Ukleja Center Hosts Debate on Corporate Responsibility**

On March 1, 2006, six students and a professor from the Odette School of Business, University of Windsor, Canada, visited California State University, Long Beach for a debate with College of Business Administration students on the following topic:

Resolved: Pharmaceutical companies must conduct socially responsible pricing in developing countries.

The debate consisted of ten-minute introductory PowerPoint presentations, followed by two rounds of five-minute rebuttals, two-minute conclusions, and a general discussion among the participants and audience. The CSULB students won the coin toss, chose the affirmative, and narrowly won the debate by a vote of 7 to 6. Following the debate, the Ukleja Center for Ethical Leadership hosted a luncheon for students, professors, and guests.

The debate was organized by Professor Dave Bussiere, University of Windsor, and Professor Terry Witkowski, CBA Department of Marketing. "The debate topic is quite relevant to the center's focus on ethical leadership because it addresses the important issues of corporate social responsibility, pharmaceutical pricing, and the needs of developing countries," Witkowski remarked.

All in attendance agreed that the debate format was an excellent teaching tool and a great way to bring together students from different universities and countries.