

# Practice I

## Session 2

**DYP 2021**

# Practice I

## Professionalism (ch. 2, 3)

Session	Date	Assessment
2	4-MARCH	Task 1.1: Dilbert task
3	11-MARCH	Task 1.2: ICT Profiles
4	25-MARCH	Task 1.3: ICT Profiles + Sample Job

# Dilbert

- ▶ Dilbert is an American comic strip written and illustrated by Scott Adams.
- ▶ Dilbert is known for its satirical office humor about a white-collar, micromanaged office featuring the engineer Dilbert as the title character.
- ▶ The strip has spawned several books, an animated television series, a video game, and hundreds of Dilbert-themed merchandise items.
- ▶ Dilbert appears online and in 2.000 newspapers worldwide in 65 countries and 25 languages.

# 1 . Corporate culture and professionals

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- ▶ **Keywords:** competition, industrial espionage, marketing department, spying on employees.
- ▶ This case is based on the viewing of the 1X02 episode of "Dilbert": "The Competition ".
- ▶ Dilbert is fired from his job when he is suspected of being a spy for a rival company (which was a rumor cooked up by Dogbert's online newsletter) and gets hired at a company that actually treats their workers like people.
- ▶ WATCH VIDEO: Dilbert 01x02 The Competition
- ▶ <https://www.dailymotion.com/video/x4fp1q0>

## Debate on ...

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- ▶ Hoax and whistleblowing
- ▶ ICT Competition.
  - ▶ Corporate Espionage vs Competitive Intelligence
  - ▶ but if it is legal is it also ethical? Illegal or unethical practices

- ▶ Formal vs Flexible organisational structures
- ▶ Organisational Designs and Employee Behavior
- ▶ Computer Ethics for Computer Professionals

# 1.1 Hoax vs whistleblowing

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## ► Hoax

► Dogbert: “For instance, I've started a rumor that your company is a front for an international organ harvesting cult”

## ► Whistleblowing

► Officially defined as “making a disclosure that is in the public interest”. It will usually occur when an employee discloses to a public body, usually the police or a regulatory commission that their employer is partaking in unlawful practices. As a result there is legislation in place to protect whistleblowers.

## 1.2. Competitive Intelligence vs Corporate Espionage

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- ▶ Companies must be aware of
  - ▶ (a) what the competition is doing and
  - ▶ (b) that their competitors are interested in what they are doing as well.
- ▶ A company's written ethics/policy statement should include exactly what competitive conduct is acceptable and what is forbidden in order to assist both those who need competitive information, as well as those who have an obligation to prevent any illegal or unethical conduct against their employer.
- ▶ The goal is to prevent either side from going beyond appropriate intelligence gathering to illegal and unethical espionage.

## 1.3. Examples of unethical practices

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- ▶ Camouflaged questioning.
- ▶ “Drawing out” of competitors’ employees at meetings or encounters.
- ▶ Direct observation under secret conditions
- ▶ False job interviews of competitors’ employees.
- ▶ Hiring a professional investigator for specific information.
- ▶ Hiring employees away from competitors to get specific know-how.



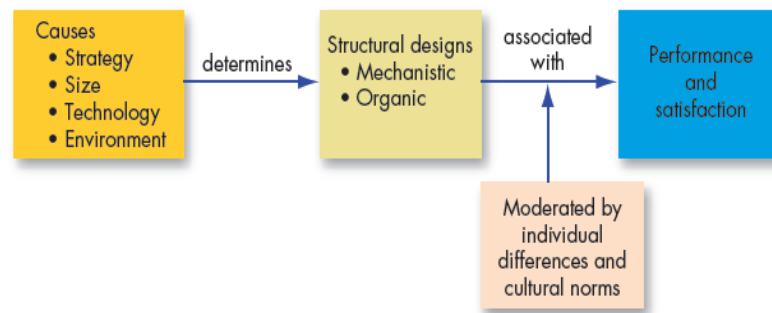
## 1.3. Examples of illegal practices

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- ▶ Trespassing on competitor's property.
- ▶ Bribing competitor's employee or supplier.
- ▶ "Planting" your agent on competitors payroll.
- ▶ Eavesdropping on competitor (e.g. wiretapping).
- ▶ Theft of documents, drawings, samples
- ▶ Blackmail & extortion.
- ▶ Arranging non-competitive practices among competitors.

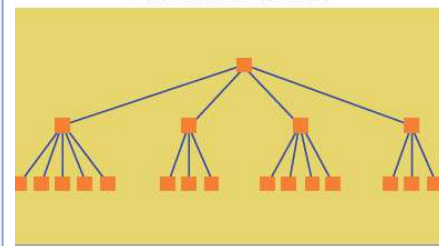
## 2.1. Organisation Structure. Determinants and outcomes

### Foundations of Organization Structure



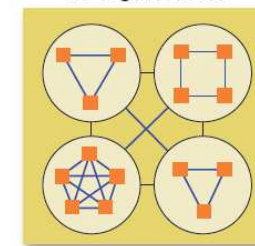
Strategy	Structural Option
Innovation	Organic: A loose structure; low specialization, low formalization, decentralized
Cost minimization	Mechanistic: Tight control; extensive work specialization, high formalization, high centralization
Imitation	Mechanistic and organic: Mix of loose with tight properties; tight controls over current activities and looser controls for new undertakings

The Mechanistic Model



- High specialization
- Rigid departmentalization
- Clear chain of command
- Narrow spans of control
- Centralization
- High formalization

The Organic Model



- Cross-functional teams
- Cross-hierarchical teams
- Free flow of information
- Wide spans of control
- Decentralization
- Low formalization

## 2.2 Organisational Designs and Employee Behavior

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- ▶ Work specialization contributes to higher employee productivity.
- ▶ No evidence supports a relationship between span of control and employee satisfaction or performance.
- ▶ Fairly strong evidence links centralization and job satisfaction, meaning that less centralization is associated with higher satisfaction.
- ▶ National culture influences the preference for structure.

## 2.3. Computer Ethics for Computer Professionals

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- ▶ The field of computer ethics specifies ethical codes for computing professionals.
- ▶ The core of a computer professional's code of ethics is to preserve and protect human life from harm.

### **CODES OF CONDUCT AND GOOD PRACTICE FOR CERTIFIED COMPUTING PROFESSIONALS**

The essential elements relating to conduct that identify a professional activity are:

- A high standard of skill and knowledge
- A confidential relationship with people served
- Public reliance upon the standards of conduct in established practice
- The observance of an ethical code.

## TASK 1. FIRST DAY.

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**WATCH VIDEO: Dilbert 01x02 The Competition**

<https://www.dailymotion.com/video/x4fp1q0>

**a) Explain** what happens in the video with two very different companies: the company Dilbert works for and the company Nirvana. **Give your opinion** about two companies that are so different on issues such as ethical behavior, trust in their employees, work environment etc. 0,25 point.

## TASK 1. SECOND DAY.

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b) Identify the profiles of dimension 1 (C) showed on **Dilbert's company**. And explain the profiles. At least 2 profiles (C1-C4). 0,25 point.

c) Identify the profiles of dimension 1 (D and E) showed on **NIRVANA**. And explain the profiles. Between 6-8 profiles D (D1-D12). At least 5-6 profiles E (E1-E9). 0,25 point.

## TASK 1. **THIRD DAY.**

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d) **Dilbert's competence profile** using e-CF.  
Sample Job Advertisement. And explain.  
0,25 point.

## Practice I: "Professionalism"

Surname, First name:

1.-  
2.-  
3.-  
4.-

### LEADER OF THE GROUP.

Name. xxxxxxxxxx

Surnames. xxxxxxxxxx

Mobil phone. xxxxxxxxxx

Mail. xxxxxxxxxx

COLOUR OF YOUR GROUP (The same of Theory): xxxxxxxxxxxxxxxxxxxxxx

Please, answer the following questions and justify the answers too.  
(1 point) (Use the website <http://www.ecompetences.eu/>)

### PRACTICE 1.

#### FIRST DAY

**WATCH VIDEO: Dilbert 01x02 The Competition**

<https://www.dailymotion.com/video/x4fp1q0>

- a) Explain what happens in the video with two very different companies: the company Dilbert works for and the company Nirvana. **Give your opinion** about two companies that are so different on issues such as ethical behavior, trust in their employees, work environment etc. 0,25 point.

#### SECOND DAY

- b) Identify the profiles of dimension 1 (C) showed on Dilbert's company. And explain the profiles. At least 2 profiles (C1-C4). 0,25 point.

- c) Identify the profiles of dimension 1 (D and E) showed on **NIRVANA**. And explain the profiles. Between 6-8 profiles D (D1-D12). At least 5-6 profiles E (E1-E9). 0,25 point.

#### THIRD DAY

- d) Build Dilbert's **competence profile** using e-Cf. Sample Job Advertisement. And explain. 0,25 point.