

Study Abroad Business & Management Programme BUSINESS ETHICS

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US credits

Objectives

As 86% of millennials consider it a main priority to work for a business that conducts itself ethically and responsibly* it is time for all corporate leaders to apply business ethics and corporate social responsibility as part of their management brief. An ethical approach not only to attract new employees but also to satisfy the growing demands from consumers and society in general for increased accountability and transparency.

The aim of this course is to explore the importance of values, ethics and social responsibility when formulating strategies and making key business decisions, involving different stakeholders, from customers and suppliers to employees and communities. Students are encouraged to develop critical thinking skills and enhance their own ethical awareness and sensitivity.

Leading companies from around the world that have already taken up this challenge will be studied as examples of how to successfully approach complex ethical decision-making using clear frameworks, tools and knowledge of the global business context.

*Source: Bentley University

Learning outcomes

1. Define and explain the theoretical basis of business ethics.
2. Recognize, analyse, and decide ethical issues in business.
3. Develop critical learning skills (i.e., skills in presenting and evaluating ethical arguments).
4. Learn how to promote ethical behaviour in organizations.
5. Analyse how the concept of Corporate Social Responsibility is an integral part of company strategy.
6. Understand the consequences of bad practices in today's business world.
7. Provide evidence that ethical value systems support the business performance of a company and positively influence its bottom line.

Programme

Module 1: Understanding business ethics

What are “business ethics”?

The role of business in society.

The evolution of business ethics.

Principles of ethical decision-making: classical moral theory and the most up- to-date contemporary business ethics thinking.

Defining principles and values.

Corporate Social Responsibility (CSR):

- The Economic Dimension

- The Legal Dimension

- The Ethical Dimension

- The Philanthropic Dimension

Assessing benefits and risks.

The positive impact of ethics on business.

Global Ethics - looking beyond borders: cultural relativism.

Module 2: Recognizing ethical issues

Identifying an ethical issue

Ethics in the workplace:

- Handling conflicts of interest

- Information Ethics:

 - Technology and privacy; protecting private data

 - Social media

Ethics, Diversity, and Inclusion

 - Managing diversity: avoiding discrimination

- Dealing with dishonesty

 - Lies and fraud

- Abusive behaviour

 - Bullying

 - Sexual harassment

- Work / Life Balance

Selling ethically: Ethics in Marketing, Sales & Advertising

Environmental Ethics

Ethics in Financial Management

Module 3. Implementing an ethics programme

Setting the context

Setting an ethical code

Leading ethically

Monitoring the programme

Training in ethics

Caring for employees

Managing ethical crises

Module 4. Beyond the organization

Following standards
Defining the role of stakeholders
Accounting for your actions
 -The Triple Bottom Line
Checking the supply chain
Investing ethically
Celebrating best practices

Approach

This course combines a theoretical grounding and educational techniques and technologies with the knowledge and skills of professors, invited experts and students from different backgrounds in a unique international context. The programme includes lectures, case studies, discussions, field trips and group projects. Participation is valued through collaboration, presentations and activities in which students collaborate to research and present practical issues, case studies and a final project.

Assessment

Case Studies: 30%
Midterm/Final exams: 40%
Final project: 10%
Class participation: 20%

Bibliography Required reading:

Ferrell, O.C, Fraedrich, J. and Ferrell, L. (2019) *Business Ethics: ethical decision making and cases*. Cengage International.

Freeman, R. E. (2001). *Strategic management: A stakeholder approach*. Cambridge.

Heath, J., et al (2010). *Business ethics and (or as) political philosophy*. Business Ethics Quarterly. Vol 20, Issue 3. Pp 427-452.

Jennings, M. (2018) *Business Ethics: case studies and selected readings*. Cengage International.

Lawrence, T. & Weber, J. (2010) *Business & Society: Stakeholders, Ethics, Public Policy*. 6th ed.

Jennings, M. (2018) "Business Ethics: case studies and selected readings". Cengage International.