**Business Ethics and Sustainability**

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| Course code | *MNG 239* |
| Compulsory in the programmes | *International Business and Communication, Business Management and*  *Marketing, Industrial Technology Management* |
| Level of studies | *Undergraduate* |
| Number of credits | *6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)* |
| Course coordinator | *Assoc. Prof. Victor Oltra* |
| Prerequisites | *None* |
| Language of instruction | *English* |

**AIM OF THE COURSE**

The course Business Ethics and Sustainability (BES) aims to introduce students to the main concepts and frameworks of (business) ethics, corporate social responsibility (CSR) and sustainable development. The global financial crisis in the late 2000s, together with other social-economic and geopolitical events, and more recently the COVID-19 pandemic, have increased the spotlight on ethical matters, and has raised the question of how the economic and social environment have to be designed in order to contribute to the needs of the society. Whereby the idea of self-regulation and CSR plays an important role in Anglo-Saxon countries, regulation by the state is emphasized more in the European context. Most business representatives prefer the idea of strengthening the concept of CSR, as it shifts decision-making power from the states towards corporations. On the other hand, many NGOs and representatives by the society favour a more active role by governments. The course will not follow any ideology but will discuss various approaches. Moreover, a focus will be put on the stakeholder theory – the role of employees, consumers, and society in general – in a globalized world.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| Course level learning outcomes (objectives) | Degree level learning objectives | Assessment methods | Teaching methods |
| CLO1. Introduce students to the core concepts of business ethics and social responsibility in practice | BLO1.1. BLO2.1. | Midterm test, coursework/ presentations | Lectures |
| CLO2. Discuss and analyse issues within the area of ethics in economics and business | BLO2.1. BLO4.1. | Midterm test, final exam | Lectures and Seminars |
| CLO3. Assess and analyse ethical dilemmas | BLO1.2. BLO2.1. BLO4.1. BLO4.2 | Midterm test, final exam, Coursework/ presentations | Seminars |
| CLO4. Develop a general orientation in social and moral business dilemmas of our times | BLO1.1. BLO2.1. | Midterm test, final exam, Coursework/ presentations | Lectures and Seminars |
| CLO5. Understand ethics as a key of the soft skills elements in an international context | BLO1.1. BLO2.1. | Midterm test, final exam, Coursework/ presentations | Lecture and Seminar |
| CLO6. Apply critical thinking and problem-solving skills in a changing environment | BLO1.2. BLO2.1. BLO4.2. BLO4.2. | Midterm test, coursework/ presentations, final exam | Lecture and Seminars |
| CLO7. Demonstrate knowledge and ability to evaluate and assess ethical theories by appealing to realistic scenarios | BLO1.2. BLO2.1. BLO4.1. BLO4.2. | Midterm test, coursework/ presentations, final exam | Seminars |
| CLO8. Explain the relevance of modern ethical theory towards business managers and economists as a tool that guarantees that business serves primarily the interests of society | BLO1.2. BLO2.1. BLO4.1. BLO4.2. | Midterm test, coursework/ presentations, final exam | Lecture and Seminars |

**ACADEMIC HONESTY AND INTEGRITY**

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

**COURSE OUTLINE**

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| **Topic** | **In-class hours** | **Required readings** |
| **Introduction to the BES Course**  *Basic definitions, module aims, structure, requirements, assessment criteria, reading list* | 2 |  |
| **1. Ethics: Scope and Purpose**  *Ethical framework, business ethics, globalization & ethics, concept of sustainable development (SD)* | 4 | Chryssides & Kaler - Chapters 1 & 2  Crane, Matten, Glozer & Spence - Chapter 1 |
| **2. Ethical Theory I**  *Absolutism vs. relativism, cognitivism, religious theories, consequentialism, virtue ethics, egoism, feminist ethics* | 4 | Chryssides & Kaler - Chapters 1 & 2  Crane, Matten, Glozer & Spence - Chapter 1 |
| **3. Ethical Theory II**  *Introduction to utilitarianism, act vs. rule utilitarianism, introduction to Kantianism, utilitarianism vs. Kantianism, discourse ethics, postmodern ethics* | 4 | Chryssides & Kaler, Chapter 3  Crane, Matten, Glozer & Spence - Chapter 3 |
| **4. Capitalism & Markets I**  *Introduction to capitalism, noteworthy philosophers of capitalism (I) – liberalism, socialism, social Darwinism* | 4 | Chryssides & Kaler - Chapter 4 |
| **5. Capitalism & Markets II**  *Noteworthy philosophers of capitalism (II) – Keynesianism, social market economy, market socialism, justice and inequality, need vs. merit, egalitarian liberalism, types of capitalism* | 4 | Chryssides & Kaler - Chapter 4 |
| **6. Corporate Social Responsibility (CSR)**  *Introduction to CSR, Milton Friedman and CSR, stakeholder theory, corporate accountability, corporate citizenship, CSR in an international context, UN Global Compact* | 4 | Crane, Matten, Glozer & Spence - Chapter 2 |
| **7. An Introduction to SD**  *Introduction to sustainable behaviour, the environmental impact of business, ways to achieve sustainability, determinants of SD, 2030 Agenda for SD & SD Goals* | 4 | Rogers, Jalal & Boyd - Chapter 1 |
| **8. The Economics of SD**  *Concepts of welfare, externalities & valuation, national resource accounting & sustainable (economic) indicators – genuine progress indicator, human development index, ecological footprint, happy planet index* | 4 | Rogers, Jalal & Boyd - Chapters 2, 9 & 11 |
| MID-TERM EXAM | 2 |  |
| **9. Ethics & CSR at the Workplace I: Basic Issues & Current Challenges**  *Introduction to ethics & CSR at the workplace, employee privacy, hiring, participation & association, working conditions, fair wages, right to work, work-life balance, re-humanized workplaces* | 4 | Chryssides & Kaler - Chapter 6  Crane, Matten, Glozer & Spence - Chapter 7;  Gómez-Mejía, Balkin & Cardy - Chapter 1 |
| **10. Ethics & CSR at the Workplace II: Discrimination, Equality & International HRM Issues**  *Discrimination at the workplace, employment equality, affirmative action, ethics/CSR in international HRM,* | 4 | Chryssides & Kaler - Chapter 6  Crane, Matten, Glozer & Spence - Chapter 7; |
| **11. Ethics & CSR at the Workplace III: Diversity Management & Whistleblowing**  *Introduction to diversity management, whistleblowing* | 2 | Gómez-Mejía, Balkin & Cardy - Chapter 4 |
| **12. Marketing/Consumer Ethics & CSR**  *Consumers as stakeholders, ethical issues, marketing & the consumer, sustainable & ethical consumption* | 2 | Crane, Matten, Glozer & Spence - Chapter 8 |
|  | **Total: 48 hours** |  |
| CONSULTATIONS | 6 |  |
| FINAL EXAM | 2 |  |

**FINAL GRADE COMPOSITION**

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| **Type of assignment** | **%** |
| *Group Components 20%* |  |
| Presentation grade | 20 |
| *Individual Components 80%* |  |
| Mid-Term Exam | 40 |
| Final Exam | 40 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

The lecturer reserves the right to choose the form of the exam. Details about the structure of the exam and the grading policy will be presented on the first day of the lectures and will be published online.

The presentations will take place during the seminars. Students will be asked to present/ oppose on a given topic. Details about the presentation scope and the grading policy will be presented on the first day of the lectures and will be published online.

**RETAKE POLICY**

If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be held during the last week of the exam session and will replace the 80% of the mid-term and the final exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam.

**ADDITIONAL REMARKS**

For each seminar, a paper will have to be read by students in advance (papers will be uploaded 5 working days in advance).

Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides and/or course book sis not considered to be a sufficient preparation for the exam.

Bonus points. The instructor has the right to award active students with up to 0.2 extra (grade) points. These “bonus points” will be only be awarded to students whose (rounded) final grade would increase after all.

Specific rules – as follows – apply for presentations:

* 1. Presentations can neither be re-scheduled nor be retaken. Students failing to sign up for a presentation or failing to show up for the presentation, may be allowed to submit an individual written paper on a given topic at the end of the semester (within one week after last lecture). Paper requirements: 1000 -1200 words / proper APA standards / specific rules apply.
  2. In case of serious reasons, individual students may be allowed to switch with another student. Students are responsible for arranging the changes and must inform the lecturer MINIMUM 1 week in advance.
  3. Within two weeks of the day of the presentation, each group will receive an evaluation.

Due to the dynamic nature of the content of the course, additional material can be assigned during the course. In case of unforeseen events the schedule will be adapted. The lecturer is trying to include actual and relevant materials – therefore the reading list may differ. Slide handouts and readings will be prepared for each class and available for download. The slides are the intellectual property of teaching instructor and students may not distribute or duplicate these notes without written consent.

**REQUIRED READINGS**

Chryssides, George D. & Kaler, John H.; An Introduction to Business Ethics; Thomson Business Press; 1993 (selected chapters).

Crane, Andrew; Matten, Dirk; Glozer, Sarah & Spence, Laura J.; Business Ethics (5th Ed.); Oxford University Press; 2019 (selected chapters).

Gómez-Mejía, Luis R.; Balkin, David B. & Cardy, Robert L.; Managing Human Resources (8th International Ed.); Pearson; 2015 (selected chapters).

Rogers, Peter; Jalal, Kazi & Boyd, John; An Introduction to Sustainable Development; Earthscan; 2007 (selected chapters).

**ADDITIONAL READINGS\***

Jennings, Mariane M.; Business Ethics; Thomson; 2006

Shaw, William H.; Business Ethics; Thomson Wadsworth; 2008

Velasquez, Manuel G.; Business Ethics – Concepts and Cases; Pearson Education; 2006

\* Extra additional readings may be suggested by the instructor at any time during the course.

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing, Finance,*

*Industrial Technology Management*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,*

*Economics and Politics*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| ELO4.2.Students will be able to convey their ideas effectively through an oral presentation |
| ELO4.3. Students will be able to convey their ideas effectively in a written paper |