

SOCIAL RESPONSIBILITY AND ETHICS IN GLOBAL BUSINESS

Course code	<i>MNG 123</i>
Compulsory in the programmes	<i>International Business and Communication, Business Management and Marketing, Industrial Technology Management</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
Course coordinator	<i>Prof. Dr. Maik Huettinger</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

The course aims to introduce students to the main concepts of law, ethics, corporate social responsibility and sustainable development. The recent Global Financial Crisis has 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 corporate social responsibility 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 Corporate Social Responsibility (CSR) as it shifts decision-making power from the state towards corporations. On the other hand, NGOs and representatives by the society favor a more active role by the government. 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 a globalized World.

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

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/ presentation	Lecture
CLO2. Discuss and analyse issues within the area of ethics in economics and business	BLO2.1. BLO4.1.	Midterm test, final exam	Lecture and Seminar
CLO3. Assess and analyse ethical dilemmas	BLO1.2. BLO2.1. BLO4.1. BLO4.2	Midterm test, final exam, Coursework/ presentation	Seminar
CLO4. Develop a general orientation in social and moral business dilemmas of our times	BLO1.1. BLO2.1.	Midterm test, final exam, Coursework/ presentation	Lecture and Seminar
CLO5. Understand ethics as a key of the soft skills elements in an international context	BLO1.1. BLO2.1.	Midterm test, final exam, Coursework/ presentation	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/ presentation, final exam	Lecture and Seminar
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/ presentation, final exam	Seminar
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/ presentation, final exam	Lecture and Seminar

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

Topic	In-class hours	Readings
Introduction to the SRE Course <i>(Basic definitions, module aims, structure, requirements, assessment criteria, reading list)</i>	2	
Ethics: Its scope and purpose <i>Ethical framework, globalization & ethics</i>	4	Crane, Matten, Glozer & Spence Chapter 1; Chryssides & Kaler: Chapter 1,2
Ethical Theory I <i>Cognitivism, religious theories, consequentialism, egoism, virtue ethics, Introduction to utilitarian thinking</i>	4	Crane, Matten, Glozer & Spence Chapter 1; Chryssides & Kaler: Chapter 1,2
Ethical Theory II <i>Act vs. rule utilitarianism, utilitarianism and business, criticism on utilitarianism, an introduction to Kantianism, the influence of Kant on human values, postmodern ethical theories</i>	4	Crane, Matten, Glozer & Spence Chapter: 3; Chryssides & Kaler: Chapter 3
Capitalism & Markets I <i>An introduction to capitalism, noteworthy philosophers of capitalism, social market economy, market socialism, co-determination</i>	4	Chryssides & Kaler Chapter 4
Capitalism & Markets II <i>Types of capitalism, need and merit theories, justice and inequality</i>	4	Chryssides & Kaler Chapter 4
Mid-Term Examination	2	

Corporate Social Responsibility (CSR) <i>Introduction to CSR Milton Friedman and CSR, stakeholder theory, corporate accountability, corporate citizenship</i>	4	Crane, Matten, Glozer & Spence, Chapter: 2
An Introduction to Sustainable Development <i>Introduction to sustainable behavior, the environmental impact of business, ways to achieve sustainability, determinants of sustainable development,</i>	4	Rogers, Jalal & Boyd, Chapter: 1
The Economics of Sustainable Development <i>Sustainable (economic) indicators, concepts of welfare, national resource accounting, genuine progress indicator, human development index</i>	4	Rogers, Jalal & Boyd, Chapter: 2, 9, 11
The Workplace: Basic Issues and Today's Challenges <i>An introduction to ethics and the workplace, employee privacy, hiring and dismissal, working conditions, fair wages, wider employment, re-humanized workplaces, work-life balance</i>	4	Crane, Matten, Glozer & Spence Chapter: 7; Chryssides & Kaler Chapter 6
The Workplace: Discrimination & Moral Issues <i>Discrimination at the workplace, employment equality, affirmative action, whistleblowing</i>	4	Crane, Matten, Glozer & Spence Chapter: 7; Chryssides & Kaler Chapter 6
Marketing & Consumer Ethics <i>Consumers as stakeholders, suppliers and competitors as stakeholders, ethical consumption</i>	4	Crane, Matten, Glozer & Spence Chapter: 8
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 20%</i>	
Presentation grade	20
<i>Individual Components 80%</i>	
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/ course book is 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 apply for in-class/online presentations.

- a. 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, will 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.
- b. 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.
- c. Within one week 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

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

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

Rogers, Peter; Jalal, Kazi; Boyd, John; An Introduction to Sustainable Development; Earthscan; 2007

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

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

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

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