

SOCIAL RESPONSIBILITY AND ETHICS IN GLOBAL BUSINESS

Course code	<i>MNG 123</i>
Course title	<i>Social Responsibility and Ethics in Global Business</i>
Type of course	<i>Main</i>
Study level	<i>1st</i>
Department	<i>Bachelor Studies</i>
Year of study	<i>2nd/3rd</i>
Semester	<i>Spring</i>
Credits	<i>6 ECTS 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i>
Lecturers	<i>Assoc Prof. Dr. Maik Huettinger</i>
Study form	<i>Full-time</i>
Courses to have prior this course	<i>-</i>
Course language	<i>English</i>

AIMS 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 favour 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.

Subject learning outcomes (SLO)	Study methods	Assessment methods
SLO1. Introduce students to the core concepts of business ethics and social responsibility in practice	Lectures	Midterm test, coursework/ presentation
SLO2. Discuss and analyze issues within the area of ethics in economics and business	Lectures, seminars, solving exercises, self-study	Midterm test, final exam
SLO3. Assess and analyse ethical dilemmas	Lectures, seminars, solving exercises, self-study	Midterm test, final exam, Coursework/ presentation
SLO4. Develop a general orientation in social and moral business dilemmas of our times	Lectures, seminars, solving exercises, self-study	coursework/ presentation
SLO5. Understand ethics as a key of the soft skills elements in an international context	Lectures, seminars, solving exercises, self-study	Midterm test, final exam, Coursework/ presentation
SLO6. Apply critical thinking and problem-solving skills in a changing environment.	Lectures, seminars, solving exercises, self-study	Midterm test, final exam, Coursework/ presentation
SLO7. Demonstrate knowledge and ability to evaluate and assess ethical theories by appealing to realistic scenarios	Lectures, seminars, solving exercises, self-study	Midterm test, coursework/ presentation, final exam
SLO8. 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	Lectures, seminars, solving exercises, self-study	Midterm test, coursework/ presentation, final exam

LEARNING METHODS

The course is entirely taught in English and designed to achieve its aims through a combination of lectures and interactive case-study sessions. Seminars and lectures are designed to encourage active participation, co-operative and creative work, interactive communication and critical thinking. The lecturer will use video-cases and digital materials. The lecture meetings are held for all students together but for practice sessions and presentations smaller groups will be formed.

DATE	TOPIC	IN-CLASS HOURS		READINGS
		Lecture	Seminar	
Week 1	Introduction to the SRE Course <i>(Basic definitions, module aims, structure, requirements, assessment criteria, reading list)</i>	2		-
Week 2	Ethics: Its scope and purpose <i>Ethical framework, globalization & ethics</i>	2	2	Chryssides & Kaler: Chapter 1,2
Week 3	Ethical Theory I <i>Cognitivism, religious theories, consequentialism, egoism, virtue ethics, Introduction to utilitarian thinking</i>	2	2	Crane & Matten, Chapter: 3; Chryssides & Kaler: Chapter 3
Week 4	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>	2	2	Crane & Matten, Chapter: 3; Chryssides & Kaler: Chapter 3
Week 5	Capitalism & Markets I <i>An introduction to capitalism, noteworthy philosophers of capitalism, social market economy, market socialism, co-determination</i>	2	2	Chryssides & Kaler Chapter 4
Week 6	Capitalism & Markets II <i>Types of capitalism, need and merit theories, justice and inequality</i>	2	2	Chryssides & Kaler Chapter 4
Week 6-7	Mid-term <i>Mid term exam & exam review</i>		2	
Week 7	Corporate Social Responsibility (CSR) <i>Introduction to CSR Milton Friedman and CSR, stakeholder theory, corporate accountability, corporate citizenship</i>	2	2	Crane & Matten, Chapter: 2
Week 8	An Introduction to Sustainable Development <i>Introduction to sustainable behaviour, the environmental impact of business, ways to achieve sustainability, determinants of sustainable development,</i>	2	2	Rogers, Jalal & Boyd, Chapter: 1
Week 9	The Economics of Sustainable Development <i>Sustainable (economic) indicators, concepts of welfare, national resource accounting, genuine progress indicator, human development index</i>	2	2	Rogers, Jalal & Boyd, Chapter: 2, 9, 11
Week 10	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>	2	2	Crane & Matten, Chapter: 7; Chryssides & Kaler Chapter 6
Week 11	The Workplace: Discrimination & Moral Issues <i>Discrimination at the workplace, employment equality, affirmative action, whistleblowing</i>	2	2	Crane & Matten, Chapter: 7; Chryssides & Kaler Chapter 6
Week 12	Marketing & Consumer Ethics <i>Consumers as stakeholders, suppliers and competitors as stakeholders, ethical consumption</i>	2	2	Crane & Matten, Chapter: 8
	Total hours (for each group):60	24	24	

COURSE REQUIREMENTS

1. The **final exam** will account for **40%** of the final grade. The final exam will cover the topics covered after mid-term exam.
2. The **mid-term test (40%)** will cover the content of the lectures/seminars given before the mid-term test.
3. **Presentation grade (20%).** Students will be asked to present/ oppose on a given topic. This simulation will take place during the seminars. Students will be assessed according to various criteria that will be presented at the first lecture. Details about the grading and the presentation scope will be presented on the first day of the lectures.

TYPE	TOTAL HOURS	EVALUATION, %
Presentation grade	32	20
Mid-term test	40	40
Final exam	40	40
Total:	112	100

REMARKS – IN ADDITION TO THE ISM REGULATIONS OF UNDERGRADUATE STUDIES

- A. The instructor reserves the right to choose the **form of the exam** (multiple choice/ open answer questions/ essay).
- B. For each seminar, **a paper will have to be read by students in advance**. (papers will be uploaded 5 working days in advance.)
- C. **Attendance and participation** in the lectures and seminars is not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.
- D. 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 exams (mid-term and final)**. 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 (multiple choice/ open answer questions/ essay).
- E. **Bonus points**. The instructor has the right to award very 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.
- F. Specific rules apply for **in-class 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. (minimum 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 via email.
 - d. 1 (grade) point will be deducted for submitting the presentation slides after deadline.

LITERATURE

Obligatory readings:

1. Crane, Andrew & Matten, Dirk; Business Ethics (4th ed.); Oxford University Press; 2016 (*ISM-Vilnius library*)
2. Chryssides, George D. & Kaler, John H.; An Introduction to Business Ethics; Thomson Business Press; 1993 (*ISM-Vilnius library*)
3. Rogers, Peter; Jalal, Kazi; Boyd, John; An Introduction to Sustainable Development; Earthscan; 2007

Optional readings:

1. Jennings Mariane M.; Business Ethics; Thomson; 2006
2. Shaw William H.; Business Ethics; Thomson Wadsworth; 2008
3. Velasquez, Manuel G.; Business Ethics – Concepts and Cases; Pearson Education; 2006

NB. Due to the dynamic nature of the content of the course additional material can be assigned during the course. 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.