# SYLLABI

| Basic data of module | |
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| **Academic Unit:** | **Faculty of Management,**<br>**Program: Enterprise and Innovation Management** |
| **The name of the subject which you lecture** | **Business ethics and sustainable business** |
| **Level:** | **Master** |
| **Status** | **Elective** |
| **Year:** | **II-nd** |
| **Semester:** | **III** |
| **Number of hours :** | **3** |
| **ECTS:** | **4** |
| **Time /location:** | |
| **Lecturer (title/name):** | |
| **Contact details (e mail/phone of the lecturer):** | |
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| **Subject description** | The Business Ethics and Sustainability Business course includes innovative features designed to enhance student learning, including case studies, application scenarios and links to video interviews with executives, all of which help instill in students a sense of awareness and ethical responsibility. Business ethics and sustainability are central to contemporary management and so this module will explore the following topics:<br>Knowing the history, definitions and timeline of society's view of business ethics and sustainability, interdisciplinary approach to ethics and sustainability, elaborating the role of globalization, politics and culture.<br>  The issues particularly emphasize the reality of today's global business community where we observe that geography, culture and time contribute to ethical concepts and constructs dealing with Change management, Values, Governance and Leadership, sustainable business models, Social Innovation, Partnerships and cooperation, Environmental Assessment Frameworks and Sustainable Management in practice, Innovation and creativity as well as the Role and responses of corporations, SMEs, public and non-profit organizations<br>Course strives to help students recognize legal and moral issues, reason through the consequences of different courses of action, and promote social responsibility. The subject also highlights the connections between topics such as ethical theories, legal responsibilities, stakeholder prioritization and corporate social responsibility. |
| **The aim of the subject:** | The purpose of the course is for students to become familiar with the essential theories and practical concepts of Business ethics and economic, social and ecological sustainability in organizations are treated to prepare students for achieving equality, considerations and sustainable businesses.<br>From a holistic viewpoint students analyse, identify and formulate an |

| | ethical problem in relation to a current event or phenomenon with relevance to course content. the integration of ethical thinking, the necessity of ethical decision-making and social responsibility. |
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| **Expected of the learning outcomes:** | At the end of this subject, the student will be able to:<br>1. To analyze the relationship between business and economic, social and ecological sustainability,<br>2. Discuss the social responsibility of organizations<br>3. Understand the main principles of sustainability in business practice and be able to debate the main ethical, economic, social and environmental challenges facing public, private and non-profit organizations<br>4. Demonstrate knowledge of the relationship between ethical and sustainable management and organizational performance, conduct, reporting and governance<br>5. Demonstrate analytical skills necessary to develop, implement and evaluate sustainability frameworks in business practice<br>6. To analyze the change of working environments and future trends.<br>7. Reflect on their view of business ethics and sustainable enterprise |

| The segregated students overload (must correspond with the learning outcome) | | | |
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| **Activities** | **Hours** | **Days/weeks** | **Total** |
| **Lectures** | 2 | 15 | 30 |
| **Theoretical exercises / laboratory** | 1 | 15 | 15 |
| **Internship** | | | |
| **Contacts with teacher / consultations** | 1 | 5 | 5 |
| **Field exercises** | | | |
| **Midterm, Test** | 1 | 5 | 5 |
| **Homework** | | | |
| **Studying (at the library or at home)** | 2 | 15 | 30 |
| **Final preparation for the exam** | 5 | 1 | 5 |
| **Time spent on evaluation (tests, quiz and final exam)** | 1 | 5 | 5 |
| **Projects and presentations** | 1 | 5 | 5 |
| **Total** | | | 100 |

| **Teaching methodology and learning methodology** | Lectures, exercises - seminar papers, tests-assessments, discussions |
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| **Evaluation method (criteria to pass exam)** | The evaluation and form of construction of the grade for students will be supported in the following three activities:<br><br>1. Activity and engagement in learning - is evaluated with 20 points out of 100 possible points,<br>Activity in learning - means that the student is active and involved in interactive discussions between professors-students, students-students, |
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| | opening new topics that are related to the subject, giving ideas, opinions, critical thoughts in order to stimulate the debate during lectures. Engagement - means that the student performs and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture.<br><br>2. Drafting and presentation of a assignment, project / seminar paper is evaluated with 10 points out of 100 possible points,<br>Within the semester, the student (can be a group of students - no more than 3 students) must prepare a seminar project/paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The topic of the paper can be proposed by the professor and by the student - the topic proposed by the student must be approved by the professor, and the same must be in full correlation with the subject.<br><br>3. The final exam test is evaluated with 70 points out of 100 possible points,<br>The student will undergo the final exam test, after the completion of the course lectures, and it will be organized in the exam deadlines, determined by the University senate.<br>The purpose of the exam is to evaluate the student's knowledge, skills, dexterity and competences, related to the results of previous learning for the material of the lectured subject.<br>The exam test (form with questions) must be completed individually by the student and it must contain:<br>• objective questions with multiple alternative choices, the same will be used to evaluate the student's abilities to recall and recognize the concepts and material of the course,<br>• subjective questions of the essay/written task type for which the student himself must be able to give answers related to the material of the lectured subject, the same answers will be used to evaluate the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis and evaluation of the problem.<br><br>Students, after taking the exam, will build the final grade:<br>• max 20 points - activity and engagement in learning,<br>• max 10 points - design and presentation of the project/seminar work,<br>• max 70 points - final exam<br><br>The student passes the exam if he collects 50 points from all evaluation criteria. |
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| **The teaching/learning tools/ IT** | Using the chart, Internet, wireless, computer, projector, PowerPoint. |
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| **The distribution of the theoretical and practical part of the studies** | 70%<br>30% |
| **Literature** | |

| Basic literature | 1. Crane, A and Matten, D (2016), *Business Ethics: Managing corporate citizenship and sustainability in the age of globalization*, 4th Edition, Oxford: Oxford University Press |
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| | 2. Ferrell, O.C., Fraedrich, J. and Ferrell, L. (2017). *Business Ethics: Ethical Decision Making and Cases*. 11th End. Boston, MA: Cengage Learning |
| Additional literature | 3. Nicholls, A., and Murdoch, A. (2012), *Social Innovation: Blurring Boundaries to Reconfigure Markets* London: Palgrave MacMillan |
| | 4. Stanwick, Peter, and Stanwick, Sarah (2014), *Understanding Business Ethics* London: Sage Publications |
| | 5. Well, G (2013), *Sustainable Business: Theory practice for Business Under Sustainability Principles* Northampton, MA: Edward Elgar Publishing Inc |

| The teaching/learning plan | |
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| **Week** | **Lecture units** |
| I | **Presentation - informing students of the course syllabus, Definition and importance of ethics**<br>Being a Professional of Integrity<br>Ethics and Profitability<br> Multiple versus Single Ethical Standards<br>Expected result no.1 |
| II | **Ethics from Antiquity to the Present**<br>The Concept of Ethical Business in Ancient Athens<br>Ethical Advice for Nobles and Civil Servants in Ancient China<br>Comparing the Virtue Ethics of East and West<br>Utilitarianism: The Greatest Good for the Greatest Number<br>Deontology: Ethics as Duty<br>A Theory of Justice<br>Expected result no.1 |
| III | **Defining and Prioritizing Stakeholders**<br>Adopting a Stakeholder Orientation<br>Weighing Stakeholder Claims<br>Ethical Decision-Making and Prioritizing Stakeholders<br>Corporate Social Responsibility (CSR).<br>Expected result no.4 |
| IV | **Three Special Stakeholders: Society, the Environment, and Government**<br>Corporate Law and Corporate Responsibility<br>Sustainability: Business and the Environment<br>Government and the Private Sector<br>Expected result no.5 |
| V | **The Impact of Culture and Time on Business Ethics**<br>The Relationship between Business Ethics and Culture<br>Business Ethics over Time<br>The Influence of Geography and Religion<br>Are the Values Central to Universal Business Ethics? |

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| VI | **What Employers Owe Employees**<br>The Workplace Environment and Working Conditions<br>What Constitutes a Fair Wage?<br>An Organized Workforce<br>Privacy in the Workplace.<br>Expected result no.7 |
| VII | **What Employees Owe Employers**<br>Loyalty to the Company<br>Loyalty to the Brand and to Customers<br>Contributing to a Positive Work Atmosphere<br>Financial Integrity<br>Criticism of the Company and Whistleblowing<br>Expected result no.7 |
| VIII | **Recognizing and Respecting the Rights of All**<br>Diversity and Inclusion in the Workforce<br>Income Inequalities<br>Expected result no.2 |
| IX | **Professions under the Microscope**<br>Entrepreneurship and Start-Up Culture<br>The Influence of Advertising<br>The Insurance Industry<br>Ethical Issues in the Provision of Health Care<br>Expected result no.2 |
| X | **Changing Work Environments and Future Trends**<br>More Telecommuting or Less?<br>Workplace Campuses<br>Alternatives to Traditional Patterns of Work<br>Robotics, Artificial Intelligence, and the Workplace of the Future.<br>Expected result no.8 |
| XI | **Epilogue: Why Ethics Still Matter**<br>Business Ethics in an Evolving Environment<br>Committing to an Ethical View<br>Becoming an Ethical Professional<br>Making a Difference in the Business World.<br>Expected result no.3 |
| XII | **Robotics, Artificial Intelligence, and the Workplace of the Future**.<br>Discusses the application of robotics and the changes in the workplace it will bring<br>Identifies applications of artificial intelligence in the workplace<br>Explains the ethical challenges posed by the use of artificial intelligence<br>Expected result no.8 |
| XIII | **Sustainability: Business and the Environment**<br>Explains the concept of land jurisprudence<br>It evaluates the claim that sustainability benefits both business and the environment<br>Identify and describe initiatives that attempt to regulate pollution or encourage businesses to adopt cleanliness<br>sources of energy.<br>Expected result no.5 |

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| **XIV** | **Corporate Social Responsibility (CSR)** |
| | Defines corporate social responsibility and the three-pronged approach |
| | Compares the sincere implementation of CSR and its use as a mere public relations tool |
| | Explains why CSR ultimately benefits both companies and their stakeholders |
| | Expected result no.4 |
| **XV** | **Presentation of seminar papers/projects by students** |

| Academic policy and the code of conduct: |
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| The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues and University staff, keeping calm and actively engaging in lectures and exercises is mandatory. During the hours of lectures and exercises, eating, whispering that interferes with class work and the use of mobile phones are PROHIBITED. At the same time, cell phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized exam aids, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the submitted work, the teacher has the right to ask the student to verify his/her work. This can be done through: repetition of work, written or oral testing, unexpected quiz or any other action deemed necessary by the lecturer. |