



Syllabus

Term: 2025/26/2

Subject name: Business Ethics and CSR

Subject code: M23VZB06E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. SOMOGYVÁRI Márta

Requirement: Exam

Classes per week : 4/0/0

Classes per term:

Purpose of education:

Business Ethics is designed to expose students to the most important moral issues that arise in various business contexts.. This course will emphasize the individual as decision-maker and focus upon ethical issues and dilemmas facing managers and employees in national and global business organizations. The specific objective of the course is to improve the ability of students to reason toward a satisfactory resolution of an ethical dilemma in business and organizational context. The course gives special insights into CSR as one of the most important institutions of business ethics in organizations. It helps to design, plan and assess CSR programs of business organizations.

Contents:

Introduction
Corruption
Corruption II
Ethical relativism, Institutions
Ethics Frameworks, ethical decisions
Ethics Framework II
Justice
Environmental ethics,



Syllabus

Term: 2025/26/2

Subject name: Business Ethics and CSR

Subject code: M23VZB06E

Contents:

Money, moral choices
The theoretical basis and types of CSR; Opportunities and limitations (Corporate social irresponsibility and moral values)
Applying Responsibility I: Core values as a meaningful element of successful CSR practices, Responsible (green) marketing, Responsible finance, Responsible HRM
Applying responsibility II: Responsible (green) marketing, Responsible finance, Responsible HRM
Measurement methods of CSR and the rise of ESG

System of examining and valuation:

Semester paper Business Ethics 30 points

Project work CSR 30 points

Coursework 40 points (Multimedia group work 15 points, Essay or presentation (individual work) 15 points, Class activity 10 points)

Bibliography:

Patricia_Werhane,_R._Edward_Freeman:_The_Blackwel Encyclopedia of Business Ethics

Ferrel.O.C. et al: BUSINESS ETHICS. Ethical Decision Making and Cases. 2011, 2008 South-Western, Cengage Learning.

Friedman, M. 1970. The Social Responsibility of Business is to Increase its Profits. The New York Times Magazine, September 13, 1970.



Syllabus

Term: 2025/26/2

Subject name: Business Ethics and CSR

Subject code: M23VZB06E

Bibliography:

Bachnik, K.- Kaźmierczak, M. - Rojek-Nowosielska, M. - Stefańska, M. - Szumniak-Samolej, J. (eds.) (2022): Corporate Social Responsibility and Sustainability From Values to Impact. Routledge. ISBN 9781032219813

Bibliography: