Business Ethics and Corporate Social Responsibility

General data

Course code:	M23VZB06E
ECTS credits:	6
Type of the course:	Specialized core course (B2)
Semester:	Spring Semester 3
Course restrictions:	-
Course leader (with availabilities):	*Dr. Márta SOMOGYVÁRI, Associate Professor* *somogyvari.marta@ktk.pte.hu* *office: b121*
Further lecturer(s) (with availabilities):	*Dr. Petra RÁCZ-PUTZER, Assistant Professor* *putzerp@ktk.pte.hu* *office: b226*

1. Description and aims

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.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

CILO 1. understand the moral, social, and economic environments within which moral problems should occur. Moreover, the course is to introduce students to the ethical concepts that are relevant for resolving those moral problems. Although the course course's primary emphasis is on business, its scope extends to related moral issues in other organisational and professional contexts. (PILO1, PILO2)

CILO 2. Students must be able critically discuss reasoning decision making processes. (PILO4, PILO5, PILO6)

CILO 3. Students should be able to analyse and evaluate moral issues in the global and Hungarian business environment. (PILO7 PILO8)

CILO 4. Understand the theories and terminology of CSR, the role and characteristics of the discipline, as well as the limitations and application possibilities of the concept in domestic and international envrionment. (PILO1, PILO 2)

CILO 5. Identify CSR challenges of the companies connected to the different departments and analytic skills to manage the resulting CSR tasks and projects, thereby improving the CSR performance of organisations. (PILO3)

CILO 6. Able to analyse complex CSR challenges as a leader, able to define goals, solution methods and manage implementation of CSR strategy. (PILO5)

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

1. Corruption Agent Model

2. Corruption Simulation

3. Ethical relativism, Institutions

4. Ethics frameworks

5. Justice

6. Environmental ethics, responsibility

7. The theoretical basis and types of CSR

8. Opportunities and limitations (Corporate social irresponsibility and moral values)

9. Applying Responsibility I: Core values as a meaningful element of successful CSR practices

10. Applying responsibility II: Responsible (green) marketing, Responsible finance, Rsponsible HRM

11. Measurement methods of CSR and the rise of ESG

4. Learning and teaching strategy, methodology

Classes include brief introductory lectures by lecturer CILO 1, 4, 6,, discussion of case studies CILO 2,3,5,6,, case simulations CILO 2,3,5,6,, discussions of current ethical issues in business and society CILO 5,6,

5. Assessment

Formative assessment elements: Oral feedback to discussions, presentations, tutoring, consultation about the semester paper and multimedia groupwork.

Summative assessment elements:

Individual Assessment 60		%	Group Assessment			% 40

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Coursework	40	individual presentation multimedia groupwork, simulations		yes	yes	CILO 1,2,3,4,5,6

Semester Paper	60	individual written work		yes	yes	CILO 1,2,3,4,5,6

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

6. Learning materials

- Essential

Patricia_Werhane,_R._Edward_Freeman (2015):_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.

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

- Recommended

Somogyvári, Márta (2013). The Costs of Organisational Injustice in the Hungarian Health Care System. Journal of Business Ethics 118 (3):543-560.

[Langenberg:_Guanxi_and_Business_Strategy.Springer. 2007.

Rose-Ackermann, S 2002 ''Grand'' corruption and the ethics of global business Journal of Banking & Finance 26 (2002) 1889–1918

Ashforth, B. E., Anand, V.: 2003, 'The normalization of corruption in organizations' in Research in Organizational Behavior, 25: pp. 1-52.

Cohen-Charash, Y., Spector, P. E.: 2001, 'The role of justice in organizations: A meta-analysis', in Organizational Behavior and Human Decision Processes, 86,pp. 278-321.

Hardin, J. 1968 The Tragedy of the Commons. *Science* 13 December 1968: Vol. 162 no. 3859 pp. 1243-1248

Golumbia, D. (2016): The Politics of Bitcoin Software as Right-Wing Extremism. University of Minnesota Press

Crane, A. (2009): Oxford Handbook of Corporate Social Responsibility, Oxford University Press

Kotler, P. – Lee, N. (2004): Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Wiley

7. Further information

International aspects embedded with the course
We have guest lecturers in the International Teaching Week
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
This is an ethics course, and environmental ethics is part of the course, we use simulations, case studies in order to show and evaluate ethical decision making.
Connections to the world of practice of the course
Analysing CSR programs of companies We have guest speaker who also provides project (coursework)