**Правительство Российской Федерации**

**Федеральное государственное автономное образовательное учреждение высшего профессионального образования**

**"Национальный исследовательский университет   
"Высшая школа экономики"**

Факультет менеджмента

**Программа учебной дисциплины**

Этика бизнеса

(преподается на английском языке)

для направления 080200.62 «Менеджмент»

подготовки бакалавра

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Зав. кафедрой \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_И.Н. Шафранская

Пермь, 2014

*Настоящая программа не может быть использована другими подразделениями университета и другими вузами без разрешения кафедры-разработчика программы.*

**Programme: BSc Management**

**Course Title: BUSINESS ETHICS**

**Lecturer:** Aleksandra Khamadieva

**I. Course Rationale and Description**

**The aim of this course** is to provide students with a base for reflection on topics related to both personal and business ethics. Coverage includes foundations of ethics in general, in management and in business; ethical theories and tests.

**Course objectives**:

* Demonstrate a theoretical and critical understanding of the understanding salient theories, principles and concepts explaining ethical business environment
* Critically analyse the ethical environment of an organization/industry and evaluate the ethical constraints and opportunities facing an organization/industry
* Demonstrate knowledge and understanding of the ethical business environment
* Demonstrate knowledge and understanding of ethical theories and how they relate to the management function

**Teaching methods:**

Sessions will offer a variety of interactive lectures and seminars and will include student presentations. Formal lectures and directed reading will provide theoretical input. A structured seminar programme will introduce through videos, case studies web based materials and articles, issues and problems which will allow students to apply their theoretical knowledge.

**Business Ethics course in the innovative qualifications system**

The role of ethics is to help people make the correct decisions on their actions, to build a set of stable principles and to become aware of the moral motivations in the actions they carry out. Business ethics represents the basis of forming responsible behaviours, designs integrity and builds company reputation. The aim of the Business Ethics module is to provide students with an introductory but critical overview of current theory and practice of ethical business and management. The module examines the nature of the environment in which modern management and business exist. It will examine the macro (relationships among companies, the governments) and micro (ethical relationships of managers and staff in companies) environment and the internal environment relating to the ethical functions. It will offer students an understanding of the international environment in which management operates. Students will be introduced to the principles and philosophies of Business Ethics and their analytical and evaluative skills are developed through the critical examination of theories, models, tools and techniques employed by modern managers and business people. The purpose of the module is to equip students with a foundation of essential knowledge of contemporary Business Ethics theory and its application in practice. Students will also consider the internal environment of organizations and build essential knowledge regarding the other functions, the interrelationships and ethical relationship with them.

**II. Specific Learning Outcomes**

**Skill**

Upon completion of this course, students will be аble to demonstrate:

LO 1. An understanding of the advantages and disadvantages of the different ethical theories and definitions.

LO 2. An ability to apply theoretical background into real business cases and dilemmas.

**Self-Development Competence**

Upon completion of this course, students will be able to demonstrate the need to continually research and up skill the following areas:

LO 3. The different areas of ethics under the CSR management.

LO 4. The significance of ethics in business, corporate culture and social responsibility.

**Autonomy and Responsibility Competence**

Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:

LO 5. Ethics as a basis for decision making.

LO 6. Consequences of unethical and ethical business decisions.

LO 7. Identifying and defending a suitable theory for resolving a stated ethical

dilemma.

LO 8. Discussing the consequences of unethical and ethical business decisions.

**III. Course Programme**

Business Ethics as an academic discipline has been developed in European and American countries since 1950s, but in Russia this is a relatively new discipline. Hence, there is an exigency of developing and delivering such course for HSE students in order to equip future managers will all necessary tools of modern ethical management and business.

**Business Ethics Teaching Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| № | Themes and topics | TOTAL  (hours) | Lectures Classes  (h) | | Self-study |
| included | |
| Lectures | Seminars |
| **Theme I** | **Business Ethics in modern world** |  |  |  |  |
| 1 | General question about the nature of the ethics. Challenges and opportunities in forming ethical behaviour | 16 | 2 | 2 | 12 |
| 2 | Corporate and Professional Ethics | 18 | 4 | 4 | 10 |
| 3 | Basic concepts in Business Ethics | 20 | 4 | 2 | 14 |
| 4 | Corporate Social Responsibility. CSR management. Russian CSR cases | 16 | 2 | 2 | 12 |
| 5 | Putting Business Ethics into Practice: sustainability reports as a tool of Business Ethics | 18 | 2 | 2 | 14 |
| **Theme II** | **International Business Ethics** |  |  |  |  |
| 6 | Cultural differences investigation in business. Psychological characteristics of business cultures around the world | 16 | 2 | 2 | 12 |
| 7 | International business ethical principles | 22 | 4 | 4 | 14 |
| **Theme III** | **Business Ethics communications** |  |  |  |  |
| 8 | Challenges to the Responsible Business Enterprise | 18 | 2 | 2 | 14 |
| **ИТОГО** | | **144** | **22** | **20** | **102** |

**IV. Programme contents**

**Theme I. Business Ethics in modern world**

**Topic 1. General question about the nature of the ethics. Challenges and opportunities in forming ethical behaviour**

Business Ethics as an academic discipline: the institutionalization of Business Ethics. Religious ethics as the basis of Business Ethics. The theory of utilitarianism (J. Bentham). Deontic ethics (I. Kant). Ethics of justice: understanding of from various perspective (egalitarianism, "capitalist" justice, "communist" justice, equity theory J. Rawls). Business Ethics typologies (-Micro, -Macro, Normative, Descriptive).

**Lectures Classes** 16 hours

**Recommended Reading:**

1. DeGeorge, Richard T. (2007) “A History of Business Ethics,” Markkula Center for Applied

Ethics, www.scu.edu/ethics/practicing/focusares/business/conference/presentations/business,

accessed October 15, 2007.

2. Ferrell, O.C., John Fraedrich, and Linda Ferrell (2008) Business Ethics: Ethical Decision Making

and Cases. Boston: Houghton Mifflin Company.

**3. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

4. Hunt, Shelby D. and Scott J. Vitell (2006) “The General Theory of Marketing Ethics: A Revision

and Three Questions,” Journal of Macromarketing 26(2), 143-153.

**E-Journals**

**Springer Database**

Journal of Business Ethics

Business Ethics: A European Review

Business and Society Review

Business and Professional Ethics Journal

Ethical Theory and Moral Practice

International Journal of Business Governance and Ethics

**Topic 2. Corporate and Professional Ethics**

The concept of professional ethics. Dilemmas of professional ethics. The importance of professional ethics. Examples of specific professional ethics: medical ethics, journalistic ethics etc. Professional and universal ethics. Principles of personal and professional ethics. Social functions of professional ethics. Corporate ethics and decision-making. Ways to improve organizational ethical standards: codes of ethics, ethics committees, social audit, ethics review, teaching ethical behaviour.

**Lectures Classes** 18 hours

**Recommended Reading:**

1. Elsbernd M. Social Ethics // Theological Studies, Vol. 66. № 1 (2005).

2. Christians C.G., Ferre J.P. , Fackler P.M. Good News: Social Ethics and the Press. New York ; Oxford : Oxford U.P. 1993

3. Dobel J.P. Political prudence and the ethics of leadership // Public Administration Review. Vol. 58. №1 (1998)

4. Devon R., Poel I. Van de. Design Ethics. The Social Ethics Paradigm // International Journal of Engineering Education Vol. 20, № 3. Р. 461.

**5. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

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International Journal of Business Governance and Ethics

**Topic 3. Basic concepts in Business Ethics**

Principles of corporate ethical internal environment. The role of the ethical climate in the company. Corporate standards and management practices. Relationships with Government Officials and Entities. Building a Responsible Business Enterprise. Responsibility as a primary management ethical tool. Challenging ethical situations in the work environment: ethical dilemmas and their resolution. Ethical role of managers in the companies. Ethical responsibilities of managers and their subordinates.

**Lectures Classes** 20 hours

**Recommended Reading:**

1. DeGeorge, Richard T. (2007) “A History of Business Ethics,” Markkula Center for Applied

Ethics, www.scu.edu/ethics/practicing/focusares/business/conference/presentations/business,

accessed October 15, 2007.

2. Freeman E., McVea J. (2001), A Stakeholder Approach to Strategic Management. Working Paper No. 01-02. Darden Graduate School of Business Administration. University of Virginia. Available online at http://papers.ssrn.com/sol3/papers.cfm?abstract\_id=263511

**3. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

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International Journal of Business Governance and Ethics

**Topic 4. Corporate Social Responsibility. CSR management. Russian CSR cases**

Concept of social responsibility. Evolution of concepts of corporate social responsibility. Discussions about social responsibility (arguments "for" and "against"). Basic approaches to CSR. Evaluation of CSR. CSR management. The concepts of charity and sponsorship. Charity Russian business practice. Challenges and opportunities of implementation of international CSR standards in Russia. Social entrepreneurship.

**Lectures Classes** 16 hours

**Recommended Reading:**

**1. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

2. Hosmer L.T. Frust: the connecting link between organizational theory and philo-sophical ethics//Academy of Management Review. 1995. Vol. 20. P. 379-403.

3. Nash L. Good Intention Aside: A Manager’s Guide to Resolving Ethical problems.

N.Y.: Harward Business School Press, 1990.

4. Porter M., Kramer M. (2006), The link between competitive advantage and Corporate Social Responsibility. Harvard Business Review. December.

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Business and Society Review

Business and Professional Ethics Journal

Ethical Theory and Moral Practice

**Topic 5. Putting Business Ethics into Practice: sustainability reports as a tool of Business Ethics**

Non-financial reporting concept. The importance of non-financial reporting for business. Types of non-financial reports. Trends in the development of non-financial reporting in Russia and abroad. Steps and techniques in introduction of non-financial reporting. The process of preparing non-financial reports. Non-financial reporting audit. Importance of Program Evaluation. Developing a Data Collection Plan. Reporting Program Performance.

**Lectures Classes** 18 hours

**Recommended Reading:**

1. Critical Friends: The Emerging Role of Stakeholder Panels in Corporate Governance, Reporting and Assurance (2007), AccountAbility and Utopies. Available online at http://www.stakeholderpanels.net/StakeholderPanels\_report.pdf

2. Freeman E., McVea J. (2001), A Stakeholder Approach to Strategic Management. Working Paper No. 01-02. Darden Graduate School of Business Administration. University of Virginia. Available online at http://papers.ssrn.com/sol3/papers.cfm?abstract\_id=263511

**3. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

3. SA 8000. Available online at http://www.saintl.org/index.cfm?fuseaction=document.showDocumentByID&nodeID=1&DocumentID=265

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**Theme II. International Business Ethics**

**Topic 6. Cultural differences investigation in business. Psychological characteristics of business cultures around the world**

Hofstede’s cultural effect on organizational behavior and business strategy (individualism-collectivism, power distance, uncertainty avoidance, masculinity-femininity). Business culture as a system. Psychological basis of the business culture. Levels of business culture. National and business culture: the relationship and interaction. Psychological characteristics of the Western countries business cultures (U.S., UK, France, Germany, Spain, Italy, Sweden, Finland). Psychological characteristics of the Far East and South-East Asia countries business cultures (Japan, China, India, etc.). Psychological characteristics of the Arab countries business cultures. Psychological characteristics of the business culture in Russia.

**Lectures Classes** 16 hours

**Recommended Reading:**

1. Communication, Culture and Organizational Process. // Ed. By W.B.Gundykunst. -International and Intercultural communicational Annual, Vol.IX. Beverly Hills, 1985.

2. Brake T. Doing business Internationally: the Guide to Cross-Cultural Success. N.Y., 1995.

**3. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

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**Topic 7. International business ethical principles**

Cross-cultural ethics in the international context. Basic ethical principles and business etiquette in different regions of the world. Managing CSR globally. Modern requirements to CSR around the world. Informal aspects of social responsibility in international business.

**Lectures Classes** 22 hours

**Recommended Reading:**

1. Berry J.W., Poortinga, Y.H., Segall, M.N. & Dasen, P.R. Cross-cultural psychology: Research and applications. - CUP, 2002.

2. Brake T. Doing business Internationally: the Guide to Cross-Cultural Success. N.Y., 1995.

3. Communication, Culture and Organizational Process. // Ed. By W.B.Gundykunst. -International and Intercultural communicational Annual, Vol.IX. Beverly Hills, 1985.

4. M.Gelfand, M.Erez & Z.Aycan. Cross-Cultural Organizational Behavior. // The annual Review of Psychology, 2007. P. 479-514.

**5. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

6. Hofstede G. Culture's consequences: international differences in work-related values. - Beverly Hills, 1984.

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**Theme III. Business Ethics communications**

**Topic 8. Challenges to the Responsible Business Enterprise**

Understanding the Importance of Alignment. Encouraging Employees to Follow Standards and Procedures. Dealing with Mistakes, Misconduct, or Misunderstandings in Business Ethics communications.

**Lectures Classes** 18 hours

**Recommended Reading:**

**1. Hartman, Laura and DesJardins Joseph (2010). Business Ethics: Decision-Making for Personal Integrity & Social Responsibility.**

2. Kamp-Roelands N. (2008), Transparency in assurance reports on corporate responsibility reporting. Ernst&Young Netherlands. Available online at <http://www.ey.nl/download/publicatie/MVO/TransparencyAssuranceReportsCSR.pdf>

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**V. Assessment**

The assessment will be divided between:

A group presentation (based on 4-5 members) on a one of the given topic. This presentation accounts for 40% of the mark for this course. Assessment criteria: 1) demonstration of originality, 2) information development; 3) implications of the research.

A class test. This test will consist of a number of multi choice questions and will test the knowledge on Business Ethics covered in the course. This will last one hour and 20 minutes and constitutes 40% of the mark for this course.

The other 20% of the overall mark students will get according to their performance on the seminars.

**List of possible credit questions:**

1. What is Ethics?

2. What is descriptive ethics?

3. What is normative ethics?

4. What is applied ethics?

5. What is Business Ethics?

6. What does Business Ethics do?

7. What are different ways of relating to Business Ethics?

8. What is the history of Business Ethics as an academic discipline?

9. What are Business Ethics methods?

10. What are the levels of the ethical analysis?

11. What are the tools of the ethical analysis of business?

12. What are the Business Ethics types?

13. What are the four teleological decisions elements?

14. Who are the key philosophies that built a foundation for business ethics?

15. What is the Difference Principle?

16. When the Institutionalization of Business Ethics has happened?

17. Is morality responsible for our actions and conduct?

18. Why do people behave unethically, what drives them?

19. How do public ethics affect business ethics?

20. What kind of values is the business environment guided by?

21. What are the elements of non-financial reporting?

22. Explain the concept of Corporate Social Responsibility and how it develops over the time?

**List of possible group presentation themes:**

1. How to persuade others to ethical business conduct?

2. How to manage a company so that employees behave ethically in the wake of the leader?

3. How to influence the organization to develop a conscious and moral conduct of its members?