



Syllabus Course Program



Business ethics and social responsibility

Specialty

073 – Management

Institute

Institute of Education and Science in Economics, Management and International Business

Educational program

International Business

Department

Management (204)

Level of education

Master's level

Course type

Mandatory

Semester

2

Language of instruction

English

Lecturers and course developers

**Olga Nashchekina**

olga.nashchekina@khpi.edu.ua

PhD in Physics & Mathematics, Master's degree in Management, associate professor, associate professor of Management department

Authored and co-authored over 130 scientific publications. Teaches courses: «Organization theory», «Managerial decisions», «Marketing management», «Business ethics and social responsibility», «Basics of scientific research»

<https://web.kpi.kharkov.ua/mto/about/staff/nashchekina-2/>

General information

Summary

The course introduces students to ethical reasoning in business related situations and principles of business ethics, examines the role of corporate social responsibility (CSR) in long-term success of a company and sustainable development. The course exposes students to the evolution of approaches to corporate social responsibility since 1950s until present and shows that the meaning of CSR has fundamentally changed over time from corporate philanthropy unrelated to the company's business to an inseparable part of corporate business models. The course also discusses the impact of globalization and international standards on the adoption of principles of CSR by global and local companies. The course also covers the issues related to CSR management within organizations

Course objectives and goals

- to develop students' ability to make ethical decisions in business;
- to provide students with comprehensive knowledge of the principles of business ethics;
- to introduce students to the multitude of approaches to corporate social responsibility and multidimensionality of this phenomenon;
- to familiarize students with the international standards and guidelines for CSR;
- to enable students to identify, analyze, build communications and manage relationships with organizational stakeholders

Format of classes

Lectures, workshops, self-study. Final control in the form of a differentiated grading

Competencies

- GC02. The ability to communicate with representatives of other professional groups of different levels (with experts in other areas of knowledge / types of economic activity)
- GC04. The ability to motivate people and to move towards a common goal
- GC05. The ability to act on the basis of ethical considerations (motives)
- GC06. The ability to generate new ideas (creativity)
- SC01. The ability to choose and use relevant management concepts, methods and tools, in particular those corresponding to the set goals and international standards
- SC03. The ability for self-development, life-long learning and effective self-management
- SC05. The ability to create and organize effective communications in the management process
- SC06. The ability to develop leadership qualities and demonstrate them in the process of managing people
- SC08. The ability to use psychological technologies for working with personnel
- SC10. The ability to manage an organization and its development

Learning outcomes

- LO02. To identify organizational problems and justify methods for solving them
- LO04. To justify and manage projects, generate entrepreneurial ideas
- LO06. To possess the skills in making, justifying, and ensuring the implementation of managerial decisions under unpredictable conditions, taking into account the requirements of the current legislation, ethical considerations and social responsibility
- LO07. To organize and carry out effective communications within the team, with representatives of various professional groups and in the international context
- LO10. To demonstrate leadership skills and the ability to work in a team, interact with people, influence their behavior for solving professional tasks
- LO11. To ensure professional self-development and personal time planning
- LO12. To be able to delegate authority in an organization (unit)

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, workshops - 16 hours, self-study - 72 hours.

Course prerequisites

No prerequisites

Features of the course, teaching and learning methods, and technologies

Interactive lectures with presentations, discussion-based learning, multiple-choice tests, a paper (essay) on a topic either not covered or only partially covered in the course, presentation of the paper in class, student-peer feedback

Program of the course

Topics of the lectures

Topic 1. Business ethics (2 lectures)

1. The concept and principles of business ethics. 2. Ethics vs etiquette. 3. Ethical theories. 4. Approaches to ethical decision making. 5. Codes of business conduct and ethics. 6. Business ethics and organizational culture.

Topic 2. Introduction to corporate social responsibility

1. The concepts of responsibility and social responsibility. 2. Economic aspects of social responsibility. 3. The role of corporations in modern society. 4. Definitions of corporate social responsibility (CSR). 5. Evolution of the concept of CSR. 6. Levels of CSR. 7. CSR theories.

Topic 3. The instrumental approach to CSR (2 lectures)

1. Instrumental theories of CSR. 2. M. Friedman's views on CSR. 3. Strategic philanthropy. 4. The concept of creating shared value. 5. Social entrepreneurship.

Topic 4. The integrative approach to CSR (2 lectures)

1. Integrative theories of CSR. 2. Stakeholder management. Classifications of stakeholders. 3. Normative stakeholder theories. 4. AccountAbility's AA1000 Series of Standards.

Topic 5. The ethical approach to CSR

1. Ethical theories of CSR. 2. The UN Global Compact. 3. Fair Trade.

Topic 6. Sustainability. Sustainable development (2 lectures)

1. Definitions of sustainability and sustainable development. 2. Triple bottom line. 3. The UN sustainable development goals. 4. Sustainable economic trends.

Topic 7. Social responsibility towards employees

1. The dimensions of social responsibility of a company towards its employees 2. SA 8000 - Social Accountability Certification.

Topic 8. Social responsibility towards customers

1. The dimensions of social responsibility towards customers. 2. Ethical marketing. 3. Sustainable production and marketing strategies.

Topic 9. Social responsibility towards society (2 lectures)

1. Dimensions of a company's responsibility toward a larger society. 2. Environmental impact of organizations. 3. Climate change: international initiatives, net-zero transition. 4. Sustainable waste management. 5. The concept of green office.

Topic 11. Corporate digital responsibility

1. Definitions of corporate digital responsibility. 2. Digital ethics. 3. Ethics and artificial intelligence. 4. Green IT.

Topic 12. Communications in the CSR sphere. Sustainability reporting

1. The importance of CSR-related communications. 2. The assessment of CSR performances. 3. The content of sustainability reports. 4. International standards on sustainability reporting. 5. Integrated reporting.

Topics of the workshops

Topic 1. Business ethics

Topic 2. Introduction to corporate social responsibility

Topic 3. The instrumental approach to CSR

Topic 4. The integrative approach to CSR

Topic 5. Sustainability. Sustainable development

Topic 6. Social responsibility towards different stakeholders

Topic 7. Corporate digital responsibility

Topic 8. Corporate social responsibility reporting

Topics of the laboratory classes

No laboratory classes

Self-study

Watching videos; reading articles by M. Friedman, M. Porter and M. Kramer and others; reading cases and preparing for class discussions

Course materials and recommended reading

1. Becker C.U. Business Ethics Methods and Application / New York : Routledge, 2019. - 200 p.
2. Byars S.M., Stanberry K. Business Ethics / Openstax, Rice University, 2018. – 377 p.
3. Jimenez G. C., Pulos E. Good Corporation, Bad Corporation. Corporate Social Responsibility in the Global Economy / Open SUNY Textbooks, 2016. -235 p.
4. Camilleri M. A. Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies / Springer, 2017. – 207 p.
5. Simpson J., Taylor J. Corporate Governance, Ethics and CSR / Kogan Page, 2013. -296 p.

6. McKinsey Sustainability. Insights on Sustainability URL: <https://www.mckinsey.com/business-functions/sustainability/our-insights>
7. International standards related to CSR and sustainable development
8. Соціальна відповідальність : навч. посіб. / [А. М. Колот, О. А. Грішнова, О. О. Герасименко та ін.] ; за заг. ред. д.е.н., проф. А. М. Колота. — К. : КНЕУ, 2015. — 519 с.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final grade as a result of

- two multiple choice tests (50%)
- a paper and its presentation in class (25%);
- continuous assessment: participation in class discussions (can be substituted by written assignments) (25 %)

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Olena PROKHORENKO

Date, signature

Guarantor of the educational
program
Taras DANKO