



Subject card

Subject name and code	BUSINESS ETHICS, PG_00037051						
Field of study	Economic Analytics						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2021/2022		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	1	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Social Sciences and Philosophy -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Karalus				
	Teachers		dr Andrzej Karalus				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		6.0		39.0	75
Subject objectives	Familiarizing with the topic of corporate social responsibility as a strategy of managing a business enterprise that takes into account wide spectrum of social interests, adheres to pro-ecological solutions and complies with the principles of sustainable development policy.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W09] has an in-depth knowledge of legal, ethical and organisational norms that condition the proper functioning of social and economic structures, taking into account their regularities		Student is familiarized with the ethical and legal responsibilities that are linked to the proper functioning of the business enterprise.		[SW2] Assessment of knowledge contained in presentation		
	[K7_K02] is responsible for the joint implementation of tasks		Student is able to discuss main assumptions and problems of the corporate social responsibility.		[SK1] Assessment of group work skills		
	[K7_W13] knows and understands the basic concepts and principles of industrial property and copyright protection and the need to manage intellectual property resources		Student is fully aware of the importance of intellectual property and related problems.		[SW2] Assessment of knowledge contained in presentation		
	[K7_U05] efficiently uses legal and ethical norms to solve specific tasks and problems in relation to selected socio-economic structures and social ties within them		Student is able to analyze ethical problems which arise in business environment and discuss them while taking into account broader socio-economic context.		[SU5] Assessment of ability to present the results of task		
Subject contents	1. Influence of ethics on the topic of Corporate Social Responsibility; 2. History of CSR and its most important development threads; 3. Basic notions and conceptual distinctions in CSR; 4. CSR in the context of main ethical doctrines; 5. Main problems, drivers, fields of interest and factors responsible for advancement of CSR discourse awareness; 6. Limits of CSR; 7. Corporate culture and CSR; 8. Strategies of implementation CSR-based solutions – Europe and USA; 9. Strategies of implementation CSR-based solutions – Poland; 10. CSR and the problem of externalities; 11. CSR as a vehicle of pro-ecological solutions in business; 12. Process of globalization as a challenge for CSR; 13. Implementing CSR projects in developing countries; 14. CSR and financial sector; 15. Main controversies within CSR discourse.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Multimedial presentation	50.0%	60.0%
	Active course participation	30.0%	20.0%
	Participation in the classes	80.0%	20.0%
Recommended reading	Basic literature	1. <i>The ICCA Handbook of Corporate Social Responsibility</i> , ed. by Judith Henningfeld, Manfred Pohl and Nick Tolhurst, John Wiley & Sons, Chichester 2006. 2. Andrew Crane, Dirk Matten and Jeremy Moon, <i>Corporations And Citizenship</i> , Cambridge University Press, New York 2008. 3. Andrew Crane, <i>Marketing, Morality and the Natural Environment</i> , Routledge, London, 2000. 4. <i>Perspectives On Corporate Social Responsibility. Corporations, Globalization and the Law</i> , ed. by Nina Boeger, Rachel Murray and Charlotte Villiers, Edward Elgar Publishing, Cheltenham, 2008. 5. Phillip Schreck, <i>The Business Case For Corporate Social Responsibility. Understanding Management And Measuring Economic Impacts Of Corporate Social Performance</i> , Physica-Verlag, Heidelberg, 2009.	
	Supplementary literature	1. Salah El-Haggar, <i>Sustainable Industrial Design and Waste Management</i> , Elsevier Academic Press, San Diego 2007. 2. Pierre Ives-Gomez and Harry Korine, <i>Entrepreneurs and Democracy. A Political Theory of Corporate Governance</i> , New York, Cambridge University Press, 2008. 3. Jędrzej George Frynas, <i>Beyond Corporate Social Responsibility. Oil Multinationals and Social Challenges</i> , Cambridge University Press, New York, 2009. 4. Susan Baker, <i>Sustainable Development</i> , Routledge, London-New York, 2006; 5. <i>The A – Z of Corporate Social Responsibility</i> , ed. by Wayne Visser, Dirk Matten, Manfred Pohl and Nick Tolhurst, John Wiley & Sons, Chichester, 2010.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Provide a definition of Corporate Social Responsibility and methods of successful implementation of socially and ecologically responsible solutions in business; Explain the relation between business ethics and CSR; Describe main problems of social and ecological responsibility of a commercial organisation in the globalization/multinational corporations age; Provide an example of activities of socially responsible business enterprise that takes into account non-commercial dimension of its functioning and describe it briefly; Elucidate the concept of sustainable development; Describe briefly on given examples what is corporate citizenship policy.		
Work placement	Not applicable		