



Subject card

Subject name and code	BUSINESS ETHICS, PG_00037051						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2022/2023		
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 Jakub Guzyński				
	Teachers		dr Jakub Guzyński				
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_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		
	[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_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_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			
Subject contents	1. Introduction. Discussing course requirements. 2. What is ethics? The main theoretical conceptions of contemporary ethics. 3. What is economics? The capitalist system and its ethical implications. 4. Business Ethics: Oxymoron or Good Business? The ambit of business ethics. 5. What is CSR? Dimensions and scope of CSR. CSR in practice: implementation, potential risks, challenges, problems. 6. What is CSV? The difference between CSR and CSV. Doing good and profit maximization. 7. What is sustainable development? Sustainable Development Goals. Economy and human rights. 8. Economy in the face of climate change: challenges and opportunities. 9. Feminist issues in business ethics. Wage inequalities and economic exploitation. 10. Workplace ethics. Rights of employees. Work ethic. 11. Marketing ethics. Ethical problems of persuasion in advertisement. 12. Business ethics in different cultures. Influence of globalization on the corporate world. Impact of religion on business decision-making. 13. Business ethics in practice I: case studies. 14. Business ethics in practice II: case studies. 15. Summary and final test.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	50.0%	40.0%
	Active course participation	50.0%	40.0%
	Case study	50.0%	20.0%
Recommended reading	Basic literature	<p>Michael R. Harrison, <i>An introduction to business and management ethics</i>, Palgrave Macmillan, Nowy Jork, 2005.</p> <p>Ronald Duska, <i>Contemporary Reflections on Business Ethics</i>, Springer, Dordrecht, 2007.</p> <p>Kevin Gibson, <i>Ethics and Business. An Introduction</i>, Cambridge University Press, Cambridge, 2009.</p> <p>Tobey Scharding, <i>This Is Business Ethics. An Introduction</i>, Wiley Blackwell, Hoboken, Oxford, 2018.</p> <p>Bart Wernaart, <i>Ethics and Business. A Global Introduction</i>, Noordhoff Uitgevers bv, Groningen, Utrecht, 2021.</p>	
	Supplementary literature	<p>Andrew Crane, <i>Marketing, Morality and the Natural Environment</i>, Routledge, London, 2000.</p> <p>Susan Baker, <i>Sustainable Development</i>, Routledge, London-New York, 2006.</p> <p>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.</p> <p>Michael E. Porter, Mark R. Kramer, <i>Creating Shared Value. How to reinvent capitalism and unleash a wave of innovation and growth</i>, Harvard Business Review 2011.</p>	
	eResources addresses	<p>Podstawowe</p> <p>https://enauczenie.pg.edu.pl/moodle/course/view.php?id=26638 - ecourse</p>	
Example issues/ example questions/ tasks being completed	<p>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.</p>		
Work placement	Not applicable		