

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF INDUSTRIAL BUSINESS AND LOGISTICS

Adopted by the FC (record № 11/ 25. 04. 2024)

Adopted by the DC (record № 9/ 16. 04. 2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva PhD)

SYLLABUS

SUBJECT: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

DEGREE PROGRAMME: Business and Management; BACHELOR'S DEGREE

YEAR OF STUDY: 2; SEMESTER: 4

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Assoc. Prof. Petya Dankova PhD)

2.
(Senior Assist. Prof. Vladi Kurshumov PhD)

Head of department
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I. ANNOTATION

The course on Business Ethics & Corporate Social Responsibility explores the ethical challenges facing businesses today, and how individuals and firms can address those challenges. This course is grounded in the leading thinking and practice about ethics and moral philosophy. Based on a belief that business ethics is inherently interdisciplinary, the course is deeply connected to other disciplines of business, including management, leadership, strategy, finance and organizational behavior. The course on Business Ethics & Corporate Social Responsibility develops the following key competences: active citizenship and interpersonal skills, and the ability to adopt new competences.

The course is aimed to enable students to develop the critical skills and analytical frameworks essential to identify, characterize, and resolve ethical dilemmas likely to arise in their business careers. The course is designed to: (1) explain what moral judgements are and how they are an integral part of all business decisions; (2) discuss how we make moral judgements in our lives, particularly in business; (3) explore how to become better at making moral judgements through theoretical study, reflection and practice; (4) teach to apply theoretical moral principles to the evaluation and judgement of complex ethical issues in business today; (5) teach to apply the stakeholder management approach to achieving corporate social responsibility.

Through a variety of teaching tools and discussions on various practical cases, the course is designed to promote highly-engaged student participation. Teaching methods include lectures combined with discussion, skill development through a problem-solving approach, and individual or group case study assignments. To maximise learning on this course, students are encouraged to participate in discussions, for example by contributing personal examples or ideas and by asking questions.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. DEFINING ETHICS		3	3	
1.1.	Introduction			
1.2.	Morality and Ethics			
1.3.	Ethics and the Law			
Theme 2. MORAL REASONING		3	3	
2.1.	Moral Reasoning in the Context of Argument			
2.2.	Kohlberg's Theory of Moral Development			
2.3.	Ethical Dilemmas			
Theme 3. NORMATIVE THEORIES OF ETHICS		6	6	
3.1.	Egoism			
3.2.	Utilitarianism			
3.3.	Deontology			
3.4.	Other Nonconsequentialist Perspectives			
3.5.	Moral Decision Making			
Theme 4. JUSTICE AND ECONOMIC DISTRIBUTION		3	3	
4.1.	The Nature of Justice			
4.2.	The Utilitarian View			
4.3.	The Libertarian Approach			
4.4.	Rawls's Theory of Justice			
Theme 5. THE ROLE OF BUSINESS IN SOCIETY		3	3	
5.1.	The Business / Society Relationship			
5.2.	The Role of Business within the Social System			
5.3.	The Social Contract			
Theme 6. CORPORATE MORAL AGENCY		3	3	

6.1.	The Limited Liability Company			
6.2.	Ethical Dilemmas in Corporations			
6.3.	Can Corporation Make Moral Decisions			
Theme 7. CORPORATE SOCIAL RESPONSIBILITY		3	3	
7.1.	Different Approaches to Corporate Social Responsibility			
7.2.	Carroll's Pyramid of Corporate Social Responsibility			
7.3.	Carroll's CSP Model			
Theme 8. THE STAKEHOLDER APPROACH TO CORPORATE SOCIAL RESPONSIBILITY		3	3	
8.1.	Origins of the Stakeholder Concept			
8.2.	Typology of Stakeholders			
8.3.	Stakeholder Management: Five Key Questions			
Theme 9. STAKEHOLDER MANAGEMENT		3	3	
9.1.	Defining the Firm's Stakeholders			
9.2.	Consumer Stakeholders			
9.3.	Employee Stakeholders			
9.4.	The Natural Environment as a Stakeholder			
9.5.	Community Stakeholders			
9.6.	Other Stakeholders			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Assignments on a given topic	5	40
1.2.	Project (on a predefined theme)	1	15
1.3.	Case studies	3	15
Total midterm control:		9	70
2.	Final term control		
2.1.	Examination (test)	1	50
Total final term control:		1	50
Total for all types of control:		10	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Shaw, W. H. (2016). *Business Ethics: A Textbook with Cases*. 9th ed. Cengage Learning
2. Carroll, B. A. and A. K. Buchholtz (2017). *Business and Society: Ethics and Stakeholder Management*. 10th ed. Cengage Learning.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Crane, A., Matten, D., and Spence, L. (2008). *Corporate Social Responsibility: Readings and Cases in a Global Context*. Routledge.
2. Dankova, P., Valeva, M., Strukelj, T. (2015). A Comparative Analysis of International CSR-Standards as Enterprise Policy / Governance Innovation Guidelines. / *Systems Research*

and Behavioral Science. Special Issue: Corporate Social Responsibility. Volume 32, Issue 2, pp. 152-159, March/April 2015.

3. Duska, R. (2007). *Contemporary Reflections on Business Ethics*. Springer.

4. Ferrell, O. C., Fraedrich J. and Ferrell, L. (2011). *Business Ethics: Ethical Decision Making & Cases*. 8th ed., South-Western Cengage Learning.

5. Fisher, Colin and Lovell (2006). *Business Ethics and Values: Individual, Corporate and International Perspectives*. 2nd ed. Nottingham Business School.

6. Freeman, Velamuri, and Moriarty (2006). *Company Stakeholder Responsibility: A New Approach to CSR*. Business Roundtable, Institute for Corporate Ethics Bridge Paper.

8. Habisch, A., Jonker, J. and Schmidpeter, R. (2005). *Corporate Social Responsibility across Europe*. Springer.

9. Jennings, M. (2009). *Business Ethics: Case Studies and Selected Readings*. 6th ed. Cengage Learning.