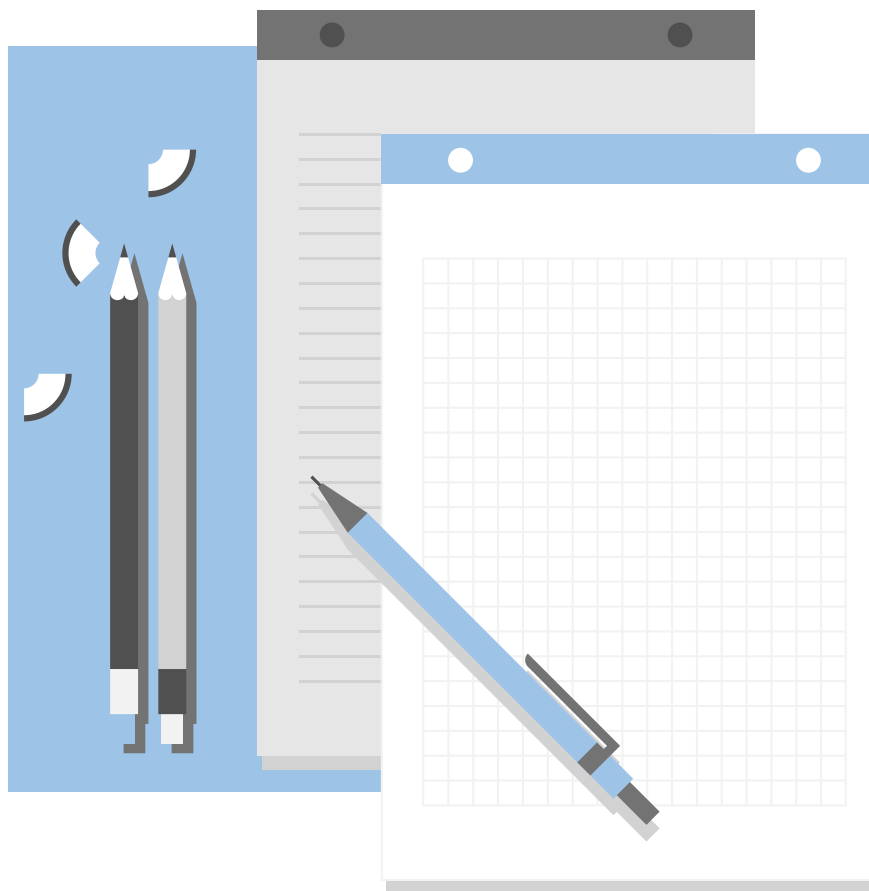




ROMANIA
1 DECEMBRIE 1918
UNIVERSITY OF ALBA IULIA

Business Ethics and CSR

Silvia Maican



Course Title
Business Ethics and CSR
Proposed date/dates and proposed timetable

17th May, 10.00 – 13.00

Language of instruction: English

Name of lecturer: **Silvia Maican**

Form of instruction	Number of teaching days	Number of teaching hours per day	Form of evaluation (if any)	Certification
Lecture	1	2,5		

COURSE AIMS:

Business Ethics and CSR course is designed: (1) to define what moral judgments and business ethics are, and to see how they are integrated to all business decisions; (2) to understand moral judgments and ethics in our lives, especially in the arena of business and commerce; (3) to learn how to make moral and ethical judgments through theoretical study, reflection, and practice; and (4) to learn how to apply moral principles to the evaluation and judgment of complex ethical issues in business today, especially in the marketing field. Our power of judgment is a kind of mental muscle, and like all muscles, develops through exercise.

COURSE CONTENTS (for each workshop):

Business Ethics and the Changing Environment

Myths about Business Ethics

Ethical Thinking and and Decision Making Guidelines

Ethics in Marketing

Corporate Social Responsibility

TEACHING METHODS:

lecture, exercises, discussions and study cases

LEARNING OUTCOMES:

- Students will learn to make better moral judgments in their personal and professional lives
- Students will learn to evaluate various aspects of the business world from an ethical perspective, including the nature of capitalism, human resources, consumer issues, global objectives, corporate responsibility, and environmental policy
- Students will learn to read, analyze, synthesize, and evaluate numerous specific cases involving Business Ethics questions, including such issues as CSR, whistle-blowing, direct to consumer advertising

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA (if any):

RECOMMENDED READING (English language only):

Weiss, J.W., Business Ethics. A stakeholder and Issues Management Approach. Cases. Principles. Practices, 6th ed., Berret-Koehl Publisher, Inc., 2014