



SYLLABUS

Academic year 2022-2023

1. Information regarding the programme

1.1. Higher education institution	Babeş-Bolyai University
1.2. Faculty	Faculty of Business
1.3. Department	Department of Business
1.4. Field of study	Business Administration
1.5. Study cycle	Masters
1.6. Study programme / Qualification	International Business Administration

2. Information regarding the course

2.1. Name of the course	Business Ethics						
2.2. Code	IME0007						
2.3. Course coordinator	Daniela CÎMPEAN, PhD						
2.4. Seminar coordinator	Daniela CÎMPEAN, PhD						
2.5. Year of study	1	2.6. Semester	1	2.7. Type of evaluation	C	2.8. Type of course	compulsory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					28
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:					9
3.7. Total individual study hours					83
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Lecture Hall equipped with video-projector, computer The students are expected to attend both the lectures and the seminars with their mobile phones shut off. The students are expected to contribute during the lecture hours by asking questions and with short interventions based on the literature that they have read
---------------------	--



5.2. for the seminar /lab activities	Room equipped with video-projector, computer, partnerships with consultancy companies (KPMG, PricewaterhouseCoopers and Ernst & Young)
--------------------------------------	--

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> Identify ethical issues in business, how to analyze ethical issues using moral principles, and how to make recommendations to resolve the issue; Explain why ethics is important in business and why ethical responsibilities go beyond compliance with laws and regulations; Describe and apply an ethical decision-making model
Transversal competencies	<ul style="list-style-type: none"> ✓ Application of rigorous and efficient work rules, evidence of responsible attitudes and teaching science to optimally creative potential of their own specific situations with the principles and rules of professional ethics; ✓ An efficient and effective organized team activities; ✓ Effective use of information sources and communication resources and training assistance, both in Romanian and in a foreign language.

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	Understanding how individual behavior and corporate culture influences ethical decision making
7.2. Specific objective of the course	<ul style="list-style-type: none"> Apply business ethics concepts to a new or existing company; Recognize and give weight to ethical considerations in light of business operation. Develop the communication and critical thinking skills to present and respond to critical questions related to the business ethics; To discuss in a systemic vision the most important issues involved by business ethics; Recognize the importance of moral thinking in business and everyday life

8. Content

8.1. Course	Teaching method	Remarks
1. What is morality. Moral Violations. Scope and Importance of Morality	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> Morality definition Why does morality matter



2. Morality and the foundation of morality.	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> • What can be considered the foundation of morality • Compassion, empathy
3. The evolution and development of morality	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> • Moral diversity • Moral universals
4. The Philosophical Perspective of Business Ethics. Part 1	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Normative theory overview • Consequentialism
5. The Philosophical Perspective of Business Ethics. Part 2	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Deontology • Virtue Ethics
6. The psychological perspective of business ethics	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Individual Differences in moral/ethical judgment • Ethical Judgment and Ethical Behavior • Kohlberg's cognitive moral development Theory, Cognitive biases, emotions in ethical judgment
7. Ethical problems of individuals in organizations	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Discrimination, harassment • Conflicts of interest • Competition, Customer issues • Using corporate resources • Blowing the whistle
8. The Ethical Organizational Culture	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Organizational structure and business ethics • The impact of organizational design on ethics • Creating/changing the corporate ethical culture
9. The Management of Ethics	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • The structure of ethics management • Principles in communicating the ethics • Mission and Value Statements • Organizational policy



10. Ethical Conduct in Organizations. Part 1	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Ethical Behavior in organizations- based on external factors • The Multiple Ethical Selves people behave differently in different context • Rewards and Discipline – Reinforcement theory, setting goals, social Learning Theory
11. Ethical Conduct in Organizations. Part 2	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Group Norms and ethical/unethical behavior • Power of roles to influence behavior • Obedience to authority in organizations • Diffused Responsibility in Organizations / personal responsibility
12. The Ethical Code – An Instrument for Developing the Responsible Climate in Organizations	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Advantages of using ethical codes • Disadvantages of using ethical codes • Adopting the ethical code • Content of the ethical code
13. Corporate Social Responsibility	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Types of CSR • Triple Bottom line and environmental sustainability • Benefits of CSR • Costs of CSR
14. Ethical Problems of the Organizations	Interactive lecture, exposure of documents, offered both by the teacher and the students	<ul style="list-style-type: none"> • Stakeholders, Consumers, Employees, Shareholders, the community
Bibliography	<ol style="list-style-type: none"> 1. Trevino, Linda, Nelson, Katherine, (2011) Managing Business Ethics: Straight Talk about How to Do It Right, Joh Willey and Sons, New Jersey 2. Bazerman, Max (2014), The Power of Noticing: What the Best Leaders See, Simon & Schuster, New York. 3. Nicholas Epley, (2014), Mindwise: How We Understand What Others Think, Believe, Feel, and Want, Alfred A Knopf, New York 4. Jonathan Haidt, (2013), The Righteous Mind: Why Good People Are Divided by Politics and Religion, Vintage Books, New York 	



5. Salomon, Robert C., (1999), A Better Way to Think About Business. How Personal Integrity Leads to Corporate Success, Oxford University Press, New York.

6. Singer, Peter,(1993), Practical Ethics, Cambridge University Press, Cambridge

Sternberg, Elaine, (2000), Just Business: Business Ethics in Action, Oxford University Press, Oxford

7. Trevino, Linda Klebe, Weaver Gary R., (2003), Managing Ethics in Business Organizations. Social Scientific Perspectives, Standford University Press, Standford

8. Velasquez, Manuel, (1992), Business Ethics: Concepts and Cases, Pretince Hall Englewood Cliffs, New Jersey.

9. Drucker, P. (1981). " What is business ethics?" The Public Interest Spring

10. Good Governance Program. (2004). Business Ethics: A manual for managing a responsible business enterprise in emerging market economies. Washington DC: Good Governance Program, US Department of Commerce

11. Huevel, K. et al., (2009). Meltdown: how greed and corruption shattered our financial system and how we can recover. New York: Nation Books

12. Marcoux, A. (2009). Business-Focused Business Ethics. in Normative Theory and Business Ethics. J. Smith. Plymouth Rowman & Littlefield

13. Walsh, A. J. HRM and the ethics of commodified work in a market economy. Pinnington, Macklin & Campbell 2007

14. Global Corruption Report 2009: Corruption and Private Sector. (A Report by Transparency International) (2009). Cambridge: Cambridge University Press

15. Demsetz, H. (1988). A Framework for the Study of Ownership. In H. Demsetz (Ed.), Ownership, Control, and the Firm Oxford: Blackwell.

16. Gray, Kevin (2009). "Property in Thin Air". The Cambridge Law Journal 50 (02): Jonathan Chan Confucian Business Ethics and the Nature of Business Decisions

17. Shapiro, B. (1995). "Collaring the Crime, not the Criminal: Reconsidering the Concept of White-collar Crime". American Sociological Review 55 (3): 346–65

18. George, Richard de (1999). Business Ethics.

19. Friedman, M. (1970). "The Social Responsibility of Business is to Increase Profit", The New York Times Magazine

20. Enderle, Georges (1999). International Business Ethics. University of Notre Dame Press.

8.2. Seminar / laboratory	Teaching method	Remarks
1. What is morality. Moral Violations. Scope and Importance of Morality	Case study Video	<ul style="list-style-type: none"> • Morality definition • Why does morality matter
2. Morality and the foundation of morality.	Case study Video	<ul style="list-style-type: none"> • What can be considered the foundation of morality • Compassion, empathy
3. The evolution and development of morality	Case study Video	<ul style="list-style-type: none"> • Moral diversity • Moral universals
4. The Philosophical Perspective of Business Ethics. Part 1	Case study Open questions	<ul style="list-style-type: none"> • Normative theory overview • Consequentialism
5. The Philosophical Perspective of Business Ethics. Part 2	Case study Open questions	<ul style="list-style-type: none"> • Deontology • Virtue Ethics



6. The psychological perspective of business ethics	Case study Open questions	<ul style="list-style-type: none"> • Individual Differences in moral/ethical judgment • Ethical Judgment and Ethical Behavior • Kohlberg's cognitive moral development Theory, Cognitive biases, emotions in ethical judgment
7. Ethical problems of individuals in organizations	Case study Open questions	<ul style="list-style-type: none"> • Discrimination, harassment • Conflicts of interest • Competition, Customer issues • Using corporate resources • Blowing the whistle
8. The Ethical Organizational Culture	Case study Open questions	<ul style="list-style-type: none"> • Organizational structure and business ethics • The impact of organizational design on ethics • Creating/changing the corporate ethical culture
9. The Management of Ethics	Case study Open questions	<ul style="list-style-type: none"> • The structure of ethics management • Principles in communicating the ethics • Mission and Value Statements • Organizational policy
10. Ethical Conduct in Organizations. Part 1	Case study Open questions Video	<ul style="list-style-type: none"> • Ethical Behavior in organizations- based on external factors • The Multiple Ethical Selves people behave differently in different context • Rewards and Discipline – Reinforcement theory, setting goals, social Learning Theory
11. Ethical Conduct in Organizations. Part 2	Case study Open questions Video	<ul style="list-style-type: none"> • Group Norms and ethical/unethical behavior • Power of roles to influence behavior • Obedience to authority in organizations



		<ul style="list-style-type: none"> • Diffused Responsibility in Organizations / personal responsibility
12. The Ethical Code – An Instrument for Developing the Responsible Climate in Organizations	Case study Open questions Analyses	<ul style="list-style-type: none"> • Advantages of using ethical codes • Disadvantages of using ethical codes • Adopting the ethical code • Content of the ethical code
13. Corporate Social Responsibility	Case study Open questions	<ul style="list-style-type: none"> • Types of CSR • Triple Bottom line and environmental sustainability • Benefits of CSR • Costs of CSR
14. Ethical Problems of the Organizations	Case study Open questions	<ul style="list-style-type: none"> • Stakeholders, Consumers, Employees, Shareholders, the community
Bibliography	<p>Cases: "Wal-Mart: The Challenge of Managing Relationships with Stakeholders" "The Fall of Enron: A Stakeholder Failure" "PETCO Develops Successful Stakeholder Relationships" "The Coca-Cola Company Struggles with Ethical Crises" "Martha Stewart: A Brand in Crisis" "Arthur Andersen: Questionable Accounting Practices" "Sunbeam Corporation: 'Chainsaw AI' and Greed" "Microsoft: Antitrust Battles" "Starbucks' Mission: Responsibility and Growth" "Home Depot Implements Stakeholder Orientation" "Tyco International: Leadership Crisis" "Verizon: The Legacy of WorldCom and MCI" "Firestone: A Reputation Blowout" "The Healthcare Company: Learning from Past Mistakes?" "Global Crossing: Inflated Sales Lead to Bankruptcy" "Nike: From Sweatshops to Leadership in Employment Practices" "Texas Instruments Creates a Model Ethics and Compliance Program" "New Belgium Brewing: Ethical and Environmental Responsibility" "Ford Pinto Case"</p>	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The course was set up after discussions with Taxation managers from companies such as: EnergoBit, CSi Industries and PricewaterhouseCoopers. The course content is similar to courses from universities abroad.



10. Evaluation

- The same evaluation criteria hold for all exams sessions;
- In order to be able to cumulate the points obtained during the semester, it is mandatory to obtain minimum 5 (five) in the final exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Pondere din nota finală
10.4. Course	Understanding of key concepts Active participation to discussions by formulating personal opinions	Final exam/ research project	70 %
	Usage of methodology	Final exam/research project	
10.5. Seminar/lab activities	Assignment Learning and understanding of issues dealt with at course and seminar; Correct logical and coherent application of the concepts learned	Project	20 %
	Individual interest, seriousness in addressing key questions	Preparation for seminar	10 %
Note: the same examination requirements will be apply for the repeating exam(s)			
10.6. Minimum performance standards			
<ul style="list-style-type: none">➤ Understanding and knowing the basic notions and the fundamental elements of business ethics➤ Analyze ethical issues using moral principle and make recommendations for solving ethical issues			



Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

Data completării
12.05.2022

Semnătura titularului de curs
Daniela CÎMPEAN, PhD

Semnătura titularului de seminar
Daniela CÎMPEAN, PhD

Data avizării în departament
20.05.2022

Semnătura directorului de departament
Ioan Cristian CHIFU, PhD