

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT „INDUSTRIAL BUSINESS”

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “CSR AND BUSINESS ETHICS”;

DEGREE PROGRAMME: „Business and Management“; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5;

TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 60 h.

CREDITS: 8

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	180	-

Prepared by:

1.
(Assoc. Prof. Dr. Petya Dankova)

2.
(Assist. Prof. Dr. Vladi Kurshumov)

Head of department:
„Industrial Business” (Assoc. Prof. Dr. Ilian Minkov)

I. ANNOTATION

The course on “Corporate Social Responsibility & Business Ethics” 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 is aimed to enable students to develop the critical skills and analytical frameworks essential to identify, characterize, and resolve ethical problems likely to arise in business context. CSR refers to the way a corporation achieves a balance among its economic, social, and environmental responsibilities in its operations so as to address shareholder and other stakeholder expectations. The course is focused on Stakeholder Management which is considered to be the most appropriate practical tool for CSR. Stakeholder management is an approach that increases the likelihood that decision makers will integrate ethical wisdom with management wisdom in all that they do. During the course students discuss and analyze the stakes and interests of the different corporate stakeholder groups and work on business cases that focus on (1) identifying the various groups or individuals who have stakes in the firm or its actions, decisions, and practices, and (2) incorporating those stakeholders’ concerns into the firm’s strategic plans and daily operations. Through a variety of teaching tools and discussions on various practical cases, the course is designed to promote highly-engaged student participation.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
Unit 1: DEFINING ETHICS		2	2	
1.1	What are Ethics			
1.2	Types of Ethical Dilemmas			
1.3	Resolving Ethical Dilemmas			
Unit 2: NORMATIVE THEORIES OF ETHICS		6	6	
2.1	Egoism			
2.2	Utilitarianism			
2.3	Deontology			
2.4	Moral Decision Making: Toward a Synthesis			
Unit 3: THE ROLE OF BUSINESS IN SOCIETY		3	3	
3.1	The Business / Society Relationship			
3.2	The Role of Business within the Social System			
3.3	The Social Contract			
Unit 4: BUSINESS ETHICS		4	4	
4.1	Ethical Issues in Business			
4.2	Justice and Economic Distribution			
4.4	Resolution of Business Ethical Dilemmas			
Unit 5: CORPORATE SOCIAL RESPONSIBILITY		3	3	
5.2.	Definitions and Viewpoints on CSR			
5.3.	Social Performance and Financial Performance Relationship			
5.4.	Socially Responsible or Ethical Investing			
Unit 6: THE STAKEHOLDER APPROACH TO CSR		3	3	
6.1.	Origins of the Stakeholder Concept			
6.2.	Typology of Stakeholders			

6.3.	Strategic, Multifiduciary, and Synthesis Approaches			
Unit 7: STAKEHOLDER MANAGEMENT		5	5	
7.1.	Defining the Firm's Stakeholders			
7.2.	Defining the Stakeholders' Stakes			
7.3.	Opportunities and Challenges of the Stakeholders			
7.4.	Firm's Responsibilities to the Stakeholders			
7.5.	Stakeholder Management Strategies			
Unit 8: STAKEHOLDER ISSUES		4	4	
8.1.	Business, Government, and Regulation			
8.2.	Consumer Stakeholders			
8.3.	Employee Stakeholders			
8.4.	The Natural Environment as a Stakeholder			
8.5.	Community Stakeholders			

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Written assignments on a given topic	5	50
1.2.	Case studies	6	60
1.3.	Test (mixed type questions)	2	30
Total midterm control:			140
2.	Final term control		
2.1.	Examination (test)		40
Total final term control:			40
Total for all types of control:			180

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 (2015) Business and Society: Ethics and Stakeholder Management, 9th 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, Alan (2006) Business Ethics and Values: Individual, Corporate and International Perspectives. 2nd edition, Nottingham Business School, Nottingham Trent University
6. Freeman, R. E., S. R. Velamuri, and B. Moriarty (2006). Company Stakeholder Responsibility: A New Approach to CSR, Business Roundtable, Institute for Corporate Ethics Bridge Paper.
7. Gaudier, M. (1999) Firms of the Future: Economic Efficiency and Social Performance, Bibliographical Series No. 19. International Institute of Labour Studies: Geneva.
8. Habisch, A., Jonker, J. and Schmidpeter, R. (2005) Corporate social responsibility across Europe. Springer.
9. Jennings, Marianne M. (2009) Business Ethics: Case Studies and Selected Readings, 6th ed., South-Western Cengage Learning, Arizona State University.