

**Government of the Russian Federation**

**Federal state autonomous educational institution of higher professional education  
"National Research University-Higher School of Economics"  
St.-Petersburg branch**

**Department of Management**

**SYLLABUS OF THE COURSE  
«Business Ethics»**

**Direction 080200.68 Management**

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**Level of education: Master's, 1-st year**

**2013**

## **1. Prerequisites**

The present discipline is a part of a cycle of social and economic disciplines.

Studying of the discipline is based on the following disciplines:

- Philosophy
- Sociology
- Psychology
- History
- Cultural science

Students should demonstrate the following knowledge and competences:

- ability to speak English and to write in English (intermediate\upper intermediate level)
- communicative abilities;
- ability to express the position accurately, correspond with character of the audience;
- ability of independent preparation of general analytical materials (reviews, notes, reports).

The content of the program of a course is based on works by the Russian and foreign authors on publications of modern research.

## **2. Goals and learning outcomes**

Business Ethics module highlights theoretical study of moral principles and their application in the process of professional and business decision making. A special emphasis will be made on the issue of corporate social and environmental responsibility as well as business impact on global sustainable development. Students will learn methods of analyzing ethical consequences of business decisions and main features of practical approaches to ethical dilemmas solving.

Main goals of the course are the following:

- expanding knowledge and understanding of ethical decision making approaches;

- acquiring skills of classification and identification of priority groups of stakeholders;
- improving skills of ethical issues analysis and evaluating their impact on companies image and reputation;
- developing skills of analyzing social and sustainability reports.

Teaching format: business games and analysis of cases, practical tasks.

### 3. Distribution of hours

	<b>Theme</b>	<b>Class hours\ lectures</b>	<b>Self study</b>
1	Ethics, Professional Ethics, Business Ethics	8	20
2	Ethical Decision Making	8	20
3	Development of Ethical Corporate Behavior	8	20
4	Social Responsibility of Business. Environmental Ethics	8	20
	Essay		28
	<b>Total</b>	32	108

### 4. Course content

#### 1. Ethics, Professional Ethics, Business Ethics

Course introduction. Meaning and Definitions of Ethics. Nature and Objective of Ethics. Ethics and Related Terms. Ethics and Morality. Ethics and Religion. Ethics and Law. Professional Ethics. Meaning of Business Ethics. Need and Objective of Business Ethics. Significance of Business Ethics. Ethical Dimensions. Factors Causing Unethical Behavior. Important Factors of Building an Ethical Infrastructure. Characteristics of Values. Types of Values. Ethical Value System. Case Study.

## **2. Ethical Decision Making**

Ethical Decision (Individual / Community) in Organization. Structure of Ethical Decision Making. How to Use Ethical Reasoning. Utilitarian Criteria. Moral Rights Criteria. Distributive Justice Criteria. Social Contract Criteria. Problems in Ethical Decision Making. Guidelines for Managers for Ethical Decision Making. Ethical Dilemmas in Organization. Salient Features of Ethical Dilemma. Approaches and methods of Resolving Ethical Dilemmas. Ethics in Marketing. Common Unethical Practices. Marketing Ethics – Important Issues. Ethical Products. Ethics in Pricing. Ethical Promotion. Ethics in Channel. Ethics in Finance. Ethics in Human Resource Management. Ethics in Information Technology. Preventing Crimes and Ethical Dimension. Case Study.

## **3. Development of Ethical Corporate Behavior**

Factors Affecting managerial Work. Elements Necessary for Ethical Corporate Behavior. Ethics Training. Codes of Ethics. Organizational Ethics Development System. Ethics Committee. Ethics Advocate. Integrate Ethical Concepts. Checklist Method. Reward Punishment System. Whistle Blowing. Ethical Leadership. Corruption and Ethics. Mechanism of Corruption. Causes of Corruption. Impact of Corruption. Corruption – an Ethical Involvement. Ethical Issues: Gender Ethics, Sexual Harassment and Discrimination. Case Study.

## **4. Social Responsibility of Business. Environmental Ethics**

Social Responsibilities Meaning and Definition. Why Business Should be Socially Responsible. Social Responsibility Models. Main Social Responsibilities of Business Organization. Corporate Social Responsibility in Russia. Corporate Governance. How to Achieve Good Corporate Governance. Environmental Ethics. Pollution. The Facets of Environmental Ethics. Sustainable Development. Case Study.

## 5. Assessment

Assessment type	Form of assessment	Requirements
On a weekly basis	Homework	Presentation
Mid-course	Essay	5 pages essay
Final assessment	Interview	15 min interview based on key questions of the course

## 6. The reading list

1. De George R.T. Business Ethics. 2009.
2. Henn S.K. Business Ethics. A Case Study Approach. 2009.

### Additional reading:

1. A Supplemental Report of the 2011 National Business Ethics Survey. The Ethics Resource Center (ERC) <http://www.business-standards.ru/reportingFinal.pdf>.
2. Applbaum, Arthur Isak. Ethics for Adversaries: The Morality of Roles in Public and Professional Life, 1999, Princeton University Press, Neutral Omni-partial Rule-Making.
3. Byrnes, Nanette & Balfour, Frederik. Philip Morris' Global Race, [http://www.businessweek.com/magazine/content/09\\_18/b4129038611856.htm](http://www.businessweek.com/magazine/content/09_18/b4129038611856.htm).
4. Cramer J. Learning about Corporate Social Responsibility. The Dutch Experiment. Amsterdam, IOS Press, 2003.
5. De Kluyver, C. A Primer on Corporate Governance 6: Oversight, Compliance And Risk Management. Harvard Business Publishing, 2009, BEP024. <http://hbr.org/product/a-primer-on-corporate-governance-6-oversight-compl/an/BEP024-PDF-ENG>.

6. Donaldson, T. Values in tension: ethics away from home. In M. Hoffman, R. Frederick, & M. Schwartz (Eds.), *Business ethics: readings and cases in corporate morality* (2001). New York: McGraw-Hill. Fourth ed., pp. 475 - 483.
7. Drucker P. *Concept of the Corporation*. N.Y., 1946. P.209-215.
8. Duhigg C., Barboza D. 2012. In China, Human Costs Are Built Into an iPad. *New York Times*. Accessed at:  
<http://www.nytimes.com/2012/01/26/business/ieconomy-apples-ipad-and-the-human-costs-for-workers-in-china.html>.
9. Elsbernd M . *Social Ethics // Theological Studies*, 2005.Vol. 66. № 1
10. Epstein, Gady. *China Kowtows to Nobody, Especially Google*,  
<http://www.forbes.com/2010/03/24/china-google-hong-kong-internet-freedom-beijing-dispatch.html>.
11. Fisher, Colin & Lovell, Alan. *Business Ethics and Values: Individual, Corporate and International Perspectives*. 2009.
12. Frank, Robert. *What Price the High Moral Ground?* 2004 Kidder, Rushworth M. *Moral Courage*. 2005.
13. Goodpaster K.E., Mathews J. *Can a Corporation have a Conscience?* Harvard Business Review on Corporate Responsibility. Boston, 2003.
14. Henriques A. *Corporate truth: the limits to transparency*. Earthscan London, Sterling, 2007, VA.
15. Jackson, Kevin T. *Building Reputational Capital : Strategies for Integrity and Fair Play that Improve the Bottom Line*. Oxford University Press, Incorporated, 2004
16. Kluger, Jeffrey. *Big Tobacco Sets Its Sites On Africa*,  
<http://www.time.com/time/health/>.
17. Kohlberg L. *Continuities in Childhood and Adult Moral Development Revisited // Life-Span Develomental Psychology / Ed. by P. Baltes and K.W. Schaie*. N.Y., 1973.
18. Layard K. *Hapiness Lessons from a New Science*. Penguin, 2005.
19. MacMillan, Douglas. *Google's Quixotic China Challenge*,  
[http://www.businessweek.com/technology/content/mar2010/tc20100324\\_284005.htm](http://www.businessweek.com/technology/content/mar2010/tc20100324_284005.htm).

Swaminathan Anklesaria, Swaminomics: The Pope's Moral Blunders on Outsourcing, <http://swaminomics.org/?p=83>.

20. Miller, Gary. Ethics and the New Game Theory, Ethics and Agency Theory, edited by Norman R. Bowie and R. Edward Freeman, 1992, Oxford University Press.
21. Oswald A /How much do external factors affect wellbeing? A way to use «happiness economies» to decide / The Psychologist. – Issue 16. 2003, p.140 – 141.
22. Paldam, M. The cross-country pattern of corruption: economics, culture and the seesaw dynamics, <http://www.sciencedirect.com/science/article/pii/S0176268002000782>.
23. Prager, Joshua Harris. For Cruise Workers, Life is No "Love Boat" <http://joshuaprager.com/wsj/articles/1997-07-03/index.php>.
24. Rob Walker, Crossfire, <http://www.nytimes.com/2010/03/28/magazine/28FOB-consumed-t.html>.
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26. Rochlin S., Christoffer B. Making the Business Case: Determining the Value of Corporate Community Involvement. The Center of Corporate Citizenship at Boston College; Newton, MA, 2000.
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31. Vogel D. The Market for Virtue. The Potential and Limits of Corporate Social Responsibility. Washington, 2005.

32. Wayne, Leslie. A Promise to be Ethical in an Era of Immorality,  
<http://www.nytimes.com/2009/05/30/business/30oath.html>
33. Zadek S. The Civil Corporation: the New Economy of Corporate Citizenship.  
Earthscan: London, UK, 2001.
34. Zwestsloot G., M.van Marrewijk. Corporate Sustainability and Social  
Responsibility. Pre-Conference: EFQM Learning Edge: Social Dimensions of  
Organizational /excellence, 2003, June, The Hague.