



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
BADM-221	Business Ethics and Corporate Social Responsibility	6
<b>Pre-requisites</b>	<b>Department</b>	<b>Semester</b>
None	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Marlen Demetriou	1 <sup>st</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide students with a comprehensive understanding of major ethical concepts, theories, and systems.
- Cultivate an appreciation for the importance of ethical leadership in future business careers.
- Enable students to analyze the nature of major corporate scandals and evaluate their micro- and macro-level impacts.
- Develop students' understanding of internal ethics, environmental ethics, and ethics in marketing, highlighting their practical significance.
- Introduce the concept and importance of Corporate Social Responsibility (CSR).
- Explain the value of stakeholder theory as a framework for fostering ethical and responsible corporate strategies.
- Emphasize the need for a new approach to strategic decision-making that is grounded in ethical and responsible business practices.
- Highlight the importance of community involvement and engagement in enhancing a company's public image and long-term success.

**Learning Outcomes:**

After completion of the course students are expected to be able to:

- Define Business Ethics and explain the conventional approach to it.
- Describe the public perception of Business Ethics.
- Explain the economic, legal, and ethical dimensions of ethical decision making.
- Identify the factors that influence an organization's internal ethical culture and provide examples of these factors in action.
- Outline the best practices management should adopt to enhance an organization's ethical culture.
- Identify marketing issues impacted by a business's social and ethical responsibilities.
- Discuss the ethical considerations in a business's community involvement and engagement.

**Course Content:**

1. Ethics in Business and Society
2. Ethical Relativism
3. Corporate Social Responsibility.
4. The Stakeholder Theory of a Firm and Management.
5. Environmental Ethics
6. Sustainability and the Natural Environment
7. Internal Ethics in Managing people and operations
8. Ethical Issues-Consumers
9. Ethical and Strategic Risks
10. Ethics in Marketing
11. Entrepreneurial ethics
12. Corporate Philanthropy
13. Patterns of giving behaviour
14. Employee volunteering

**Learning Activities and Teaching Methods:**

Lectures, Discussions with chatrooms, participation and group project.

**Assessment Methods:**

Mid-Term Test, Final Exam, Homework, Class Participation.

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
BOOK 1 <i>Business Ethics</i>	DesJardins, Joseph	McGraw Hill	2020	978-1-259-922664
BOOK 2 <i>Business Ethics 6th Edition</i>	Ghillyer, Andrew	McGraw Hill	2021	978-1-260-26251
Book 1 & 2 A custom ebook for the University of Nicosia	DesJardins, Joseph and Ghillyer, Andrew	McGraw Hill	2023	9781307848076
<i>Lecturer's Notes</i>	Dr. Marlen Demetriou			

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
E-Book*: Business Ethics. Ethical Decision Making and Cases. 12 <sup>th</sup> Edition	Ferrell, O.C, Fraedrich, J, Ferrell, L	South- Western Cengage	2019	978-133-761-4436