

2019.FS

Module Name: Applied Business Ethics	
Module Code	w.BA.XX.2AUE.XX
Module Description	Students acquire the ability to justify their management decisions from an ethical perspective. They are enabled to assess the possibilities and limitations of applied ethics in the corporate world. They get to know the most important ethical theories and learn to apply them to different problems, dilemmas, and risks in their everyday working life.
Program and Specialization	Business Law
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory Elective
	Program Phase: Main Study Period
ECTS	3
Organizational Unit	W Zentrum für Human Capital Mgmt. Ltg.
Module Coordinator	Mathias Schüz (sumi)
Deputy Module Coordinator	-
Prerequisite Knowledge	Foundations of business administration
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § become aware of the complex consequences of their decisions and the many different stakeholders involved and are able to communicate these decisions to others. § distinguish between the key theories of ethics and apply them to corporate decision-making. § make their decisions based not only on economic but also on ethical criteria. § understand how to minimize the negative consequences of entrepreneurial activity. § become immune against the temptation to take the path of least resistance - and against their own weaker self. § lay the foundations for the long-term survival of the organizations they work for, based on their insights.

Module Content	§ Symptoms of corporate misconduct § Reasons for the need for corporate ethics in the business world § Ethics and corporate responsibility § Definition and traditional theories of ethics: deontological ethics, utilitarian ethics, and virtue ethics - applications in the business world § Challenges of modern ethics: Responsibility for future generations (sustainability), integration of non-human life (biocentric theory), coming to terms with one's own ethical convictions (depth ethics) § Manifestations of business ethics § Dealing with ethical dilemmas § Excursion: Discussion with a white-collar criminal - prison visit		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Simulation models	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	22 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	22 h	40 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
80% compulsory attendance	Pass/Fail	-	-
Talk/oral presentation	Grade	15	30,00%
Written Assignment	Grade	-	70,00%
Classroom Attendance Requirement	80%		
Language of Instruction/Examination	German		
Compulsory Reading	§ Schüz, M. (2013). Grundlagen ethischer Unternehmensverantwortung. Zürich: Vfb-Verlag. ISBN 978-37281-3570-4. § Schüz, M. (2017). Angewandte Unternehmensethik - Grundlagen für Studium und Praxis. 1st edition. München: Pearson. ISBN 978-3-8689-4278-1.		
Recommended Reading	§ Collins, D. (2012). Business Ethics – How to Design and Manage Ethical Organisations. Hoboken: Wiley. ISBN 978-047063994-8. § Schüz, M. (1999). Werte – Risiko – Verantwortung. Dimensionen des Value Managements. München: Gerling Akademie Verlag. ISBN 3-932425-20-0. § Schüz, M., Wirth, S. & Bode, A. (2007). Lügen in der Chefetage. Gesammelte Unwahrheiten aus dem Management. Weinheim. ISBN 3-527-50213-0. § Schüz, M. Sustainable Corporate Responsibility - The Fundament of Successful Business in the New Millenium. Central European Business Review, Prague 2012 (Issue 2), pp. 7-15. § Schüz, M. (2014). Developing Sustainably Responsible Strategies in Business. In: Molthan-Hill, P. (ed.): The Business Students' Guide to Sustainable Management - Principles and Practices, pp. 242-278. Edingburgh: Greenleaf. § Schüz, M. (2016). Sustainably Responsible Leadership and Innovation. In: Lukes, M. (ed.): IMECS: Innovation Management, Entrepreneurship and Corporate Sustainability - Proceedings of the 4th International Conference, pp. 634-656. Prag: Nakladatelství Oeconomica VSE.		

Comments	<ul style="list-style-type: none">• The seminar is offered in three blocks and includes an excursion to a penal institution (Saxerriet or Salez). The following dates have been scheduled:<ol style="list-style-type: none">1. Sat., 9 March 20192. Sat., 23 March 20193. Mon., 29.April. Excursion to Saxerriet (9 a.m.-12noon)4. Sat., 4 May 2019 (includes presentations of group projects)5. These dates are subject to change.
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