

Valid for 2023.HS

<b>Module Name: International Business &amp; Ethics</b>	
Module Code	w.BA.XX.2IBusE-BL.XX
Module Description	This module at the intersection of management and law focuses on a range of challenges faced by companies in today's globalized world. This includes relevant organizations linked to international trade, cultural matters, legal compliance for internationally active companies, and topics of corporate responsibility and ethical business conduct. Since the latter is often not regulated by enforceable binding law, companies may employ norms and non-binding standards to address expectations in the area of sustainability.
Program and Specialization	Business Law
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Abteilung International Business
Module Coordinator	Florian Roth (rotf)
Deputy Module Coordinator	Marco Clemente (clee)
Prerequisite Knowledge	Basics in business administration and economics; knowledge of binding norms in different fields of law.
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> Social Competence <ul style="list-style-type: none"> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>
Module Learning Objectives	Students... <ul style="list-style-type: none"> <li>§ are able to explain the phenomenon of continued globalization, including its multiple dimensions (economic, political, cultural, and legal) and its impact on business practices.</li> <li>§ are able to explain differences in economic development between different global regions.</li> <li>§ are able to distinguish between different legal systems and their historical and cultural background in different national settings.</li> <li>§ are able to explain key elements of a preventive compliance approach.</li> <li>§ are able to explain the differences between legally binding and non-binding norms and rules as well as their (anticipated) impact on business players.</li> <li>§ are able to understand the concept of corporate responsibility and its importance in international business.</li> <li>§ are able to collect and process publicly available information on selected aspects of international management and corporate responsibility, process and edit the information, and introduce essential aspects to an audience in an appropriate form.</li> <li>§ are able to review and evaluate company-related approaches towards selected corporate responsibility issues based on publicly available information.</li> <li>§ are able to explain the need for business ethics and compliance management as core building blocks for ensuring economic success and long-term viability of corporations</li> </ul>

Module Content	<p>§ Introduction to business ethics and compliance management from a business law and management perspective; case studies on unethical business practices and their consequences for the involved corporations and society at large; managing ethics and compliance in practice: feedback from practitioners on challenges and good practices.</p> <p>§ The international environment of business: globalization; global processes (international trade, international monetary system, foreign direct investment, regional economic integration processes; labor affairs); economic development (differences in economic development, political economy, and development, measuring development); national differences in political and economic systems; international risks and regulations (binding international law; differences between hard and soft law); national differences in legal systems (historical &amp; cultural background and the present situation) (binding national law)</p> <p>§ Compliance management (importance of preventive approaches, compliance organization, compliance processes, risk management, education and training)</p> <p>§ Corporate responsibility and the role of non-binding norms/rules: stakeholder expectations and ethics; value drivers and a business case for corporate responsibility; key concepts of corporate responsibility; different categories of non-binding norms and rules; comprehensive corporate responsibility standards, compliance approaches for non-binding norms; accounting and reporting for corporate responsibility</p> <p>§ Case examples ("vignettes") on relevant issues encompassing all aspects of the module</p>		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2PPIL-BL.XX		
Methods of Instruction	<p>§ Lecture</p> <p>§ Interactive Instruction</p> <p>§ Case Studies</p> <p>§ Exercises</p> <p>§ Literature Review</p> <p>§ Discussion</p>	<p><b>Social Settings Used:</b></p> <p>§ Individual Work</p> <p>§ Pair Work</p> <p>§ Group Work</p>	
Digital Resources	<p>§ Reader</p> <p>§ Teaching Videos</p> <p>§ Teaching Materials</p> <p>§ Multiple Choice Tests</p> <p>§ Script</p> <p>§ Third-party video material</p>		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	-	
Small Class	28 h	40 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>40 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	100.00 %
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
	-	-	-
Classroom Attendance Requirement	<p>Mandatory Attendance: None</p> <p>Students' participation in class sessions is expected on a regular basis. This includes the tutorial sessions, designed for deepening of the content, working on exercises to increase understanding, and reflection as well as exam preparation. If participation is not possible, this must be clarified with the lecturer.</p>		
Language of Instruction/Examination	English		
Compulsory Reading	§ Lecturer's script (fall semester 2022) of the module (as provided on Moodle at the beginning of the semester)		

Recommended Reading	<p>§ Daniels, J., Radebaugh, L. &amp; Sullivan, D. (2014). International Business: Environments and Operations (selected book chapters). 15th edition. Harlow: Pearson Education. ISBN 9780133457230.</p> <p>§ Schaffer, R., Agusti, F. &amp; Dhooge, L. (2017). International Business Law and Its Environment (selected book chapters). 10th edition. Boston: Cengage Learning. ISBN 9781305972599.</p> <p>§ Epley, N. &amp; Kumar, A. (2019). How to Design an Ethical Organization. Harvard Business Review, (May-June), pp. 144-150.</p>
Comments	<p>The module description is based on the assumption that classes and exams will take place on campus. Live streaming of the sessions for participants who are not able to attend the events on campus will not be provided. Changes affecting the module delivery or type of performance assessment are however possible at short notice in case of changing ZHAW policies due to unpredictable developments (e.g., a pandemic).</p>