

2019.HS

<b>Module Name: Applied Business Ethics</b>	
Module Code	w.MA.XX.LEW-M4-2.16HS
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	International Business
Legal Framework	Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016
Module Category	<b>Module Type:</b> Compulsory Elective
ECTS	3
Organizational Unit	W Zentrum für Human Capital Mgmt. Ltg.
Module Coordinator	Mathias Schüz (sumi)
Deputy Module Coordinator	David Risi (risv)
Prerequisite Knowledge	Foundations of Business Administration
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	<ul style="list-style-type: none"> <li>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> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>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> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ become aware of the complex consequences of their decisions and the many different stakeholders involved and are able to communicate these decisions to others</li> <li>§ distinguish between the key theories of ethics and apply them to corporate decision-making</li> <li>§ make their decisions based not only on economic but also on ethical criteria</li> <li>§ understand how to minimize the negative consequences of entrepreneurial activities</li> <li>§ become immune against the temptation to take the path of least resistance and learn not to follow their lower instincts</li> <li>§ lay the foundations for the long-term survival of the organizations they work for, based on their insights</li> <li>§ are aware of the different dimensions of responsible leadership</li> </ul>
Module Content	<ul style="list-style-type: none"> <li>§ Symptoms of corporate misconduct</li> <li>§ Reasons for the need for corporate ethics in the business world</li> <li>§ Ethics and corporate responsibility</li> <li>§ Definition and traditional theories of ethics: deontological ethics, utilitarian ethics, and virtue ethics – applications in the business world</li> <li>§ Challenges of modern ethics: Responsibility for future generations (sustainability), integration of non-human life (biocentric ethics), ability to deal with the dark side of human nature ('depth ethics')</li> <li>§ Manifestations of business ethics</li> <li>§ Dealing with ethical dilemmas</li> </ul>

Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Literature Review	<b>Social Settings Used:</b> § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Lecture	12 h	13 h	
Excercise	7 h	7 h	
Project Work	-	-	
Seminar	9 h	2 h	
<b>Total</b>	<b>28 h</b>	<b>22 h</b>	<b>40 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	70.00 %
Talk/oral presentation	Grade	15	30.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	70 %		
Language of Instruction/Examination	English		
Compulsory Reading	§ Schüz, M. (2012). Sustainable Corporate Responsibility - The Fundament of Successful Business in the New Millenium. CENTRAL EUROPEAN BUSINESS REVIEW, 1 (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, 1st edition. pp. 242-278. Edingburgh: Greenleaf. § Schüz, M. (2017). Foundations of Ethical Corporate Responsibility - SML Essentials. Winterthur: SML. ISBN not yet defined. In preparation. § Schüz, M. (2016). Sustainably Responsible Leadership and Innovation. Innovation Management Entrepreneurship and Corporate Sustainability 2016 - Proceedings of the 4th International Conference, Prague, pp. 634-656.		
Recommended Reading	§ Collins, D. (2012). Business Ethics – How to Design and Manage Ethical Organisations. Hoboken,, NJ: Wiley. ISBN 13-9780470639948. § Crane, A. & Matten, D. (2010). Business Ethics. 3rd edition. New York: Oxford University Press. ISBN 978-0-19-956433-0. § Schüz, M. (2016). Angewandte Unternehmensethik - Grundlagen für Studium und Praxis. 1st edition. München: Pearson. ISBN 978-3-8689-4278-1.		
Comments	Please find a detailed outline of our exam procedure on Moodle/Blackboard, MSc in International Business		