**DESCRIPTION OF THE COLLEGE**

| **GENERAL INFORMATION** | | |
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| Course Holder | **Mr.sc. Ratka Jurković** | |
| Name of the College | **Ethics in Business and Management** | |
| Study program | **Professional Short Study in Entrepreneurship** | |
| Status of the College | Required | |
| Code | EUPU-P-24 | |
| Year | 2. | |
| Point value and method of teaching | ECTS Student Workload Coefficient | 6 |
| | Number of hours (P+V) | 15+45 |

| **DESCRIPTION OF THE COLLEGE** |
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| 1.1. *Objectives of the course* |
| *Students are expected to develop:*<br><br>*a) General competencies*<br>• *Identify key concepts of corporate social responsibility in the context of a globalized economy and social relations*<br>• *analyze ethical issues of business practice in the modern business environment*<br>• *distinguish the possible origins and implications of moral positions and powers*<br>• *understand the impact of ethical and cultural differences on entrepreneurial activities and decision-making*<br>• *to determine and deliver solutions based on economic, legal and ethical principles of business* |

- *systematically and meaningfully argue positions on the ethical competencies and dilemmas of entrepreneurs as an ethical subject and a key driver of ethics at all levels of the organization, as well as on the ethical implications of entrepreneurship on society as a whole.*

*b) Specific competencies*

- *comment on the most important ethical systems and deontological principles and the basics of ethical conduct in business*
- *review ethical settings important for ethical conduct in everyday business life and make an ethical judgment on business situations in the field of MSME*
- *identify the consequences of unethical business decisions and activities on the development of society*
- *Develop a framework for understanding ethical responsibility in business practice and the responsibility of leaders towards clients, employees, investors and society as a whole, based on ESG standards*
- *critically assess the specific case and make an appropriate decision based on a valid perception of ethical issues and the effective application of methods/structures to address them*
- *develop a code of ethical conduct on the basis of which the entrepreneur will be able to successfully solve ethical and moral dilemmas.*

1.2. *Requirements for enrolment in the course*

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1.3. *Expected learning outcomes for the course*

*Students should be able to:*

*1. Present historical and theoretical postulates of different approaches to business and managerial ethics*

*2. Define the goals and basic standards of business ethics, moral business and social responsibility*

*3. Analyze (individual) ethical principles in the business decision-making process*

*4. Explain the concept of culture and the differences in cultural values of different societies and their impact on the ethics of entrepreneurial activities*

*5. Assess the relationship between organizational culture and climate, business ethics and business performance*

*6. Develop programs and models for the implementation of business ethics based on ESG standards in company management systems.*

1.4. *The content of the course*

*BASICS FOR UNDERSTANDING THE CONCEPT OF ETHICS*

*Defining the concept of ethics*

*Ethical theories and approaches to ethical decision-making*

*BASICS FOR UNDERSTANDING THE CONCEPT OF BUSINESS ETHICS*

*Defining the concept of business ethics*

*Historical Development of Business Ethics*

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| *The Benefits of Implementing Business Ethics*<br>*Differences and similarities between business ethics and social responsibility*<br>*Institutionalization of business*<br>*The Globalization of Business Ethics*<br>*Cultural aspects*<br>*Managing Business Ethics in a Global Environment*<br>*Global Standards of Responsible Ethics*<br>*INDIVIDUAL ETHICS – THE DECISION-MAKING PROCESS*<br>*Ethical approaches to decision-making*<br>*Prescriptive (normative)*<br>*Descriptive (descriptive) approach*<br>*Factors in the decision-making process*<br>*Models in Solving Ethical Dilemmas*<br>*Managerial Compass for Decision-Making*<br>*ORGANIZATIONAL CONTEXT OF BUSINESS ETHICS*<br>*Leadership as a fundamental determinant of business ethics*<br>*Organizational Culture and Climate as Determinants of Business Ethics*<br>*The concept and types of ethical organizational culture and climate*<br>*The Role of Leadership in Creating an Ethical Organizational Culture and Climate*<br>*THE IMPACT OF BUSINESS ETHICS ON PERFORMANCE*<br>*Defining the concept of success*<br>*Social Responsibility and Sustainability in the Role of Ethical Responsibility*<br>*Business Performance Measurement – Business Excellence Model*<br>*IMPLEMENTATION OF BUSINESS ETHICS IN COMPANY MANAGEMENT SYSTEMS*<br>*Business Ethics Program and Implementation Model*<br>*Emphasizing values as the basic guidelines of ethical management*<br>*Application of ESG standards - ethics, DEI and corporate social responsibility*<br>*Introduction of business ethics in management systems*<br>*Case studies: When is the company ready to implement an ethics and compliance program?* | | |
| 1.5. *Types of teaching (put X)* | ☒ Lectures | ☒ Independent tasks<br>☐ Multimedia & Network |

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| | ☐ Seminars and workshops<br>☒ Exercises<br>☐ Distance education<br>☐ Field Teaching | ☐ Laboratory<br>☐ mentoring work<br>☐ Other ___________________ |
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1.6. *Obligations of students*

*Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:*
*ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;*

- *Full-time students must attend at least 70% of the total number of classes to be eligible to sign.*
- *Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.*

*EXAM: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.*
*TEACHING ACTIVITY: Present historical and theoretical postulates of different approaches to business and managerial ethics*

1.7. *Monitoring of student work (add X with the appropriate form of monitoring)*

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| Attendance | X | Class activity (presentation) | X | Term paper | | Experimental work | |
| Written exam | X | Oral exam | | Essay | | Research | |
| Design | X | Continuous assessment of knowledge | x | Paper | | Practical work | |
| Portfolio | | | | | | | |

1.8. *Assessment and evaluation of students' work during classes and at the final exam*

Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences.

*For more efficient advancement of students in teaching, lectures, exercises, continuous testing of knowledge (intermediate exams and teaching activity), a project and an exam are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

*The total number of points is distributed through the following activities:*

| Activity | ECTS credits | Learning outcomes | Student activity | Valuation method | Maximum number of rating points |
|---|---|---|---|---|---|
| *Attendance* | *2* | *1-6* | *Participation in classes - lectures and exercises* | *Records of student attendance at classes* | *0* |
| *Written exam* | *2,5* | *1-5* | *Participation in the written examination with questions of various types:*<br>*MI1: Written exam with questions in the form of an essay on a given topic (outcomes 1, 2 and 3);*<br>*MI2: Individual Practical Tasks (Outcomes 4 and 5)* | *Intermediate exam 1 – max. 48 points (max. 16 points per outcome)*<br>*Intermediate exam 2 – max. 32 points (max. 16 points per outcome)* | *80* |
| *Class Activity* | *0,5* | *Outcome 1* | *Present historical and theoretical postulates of different approaches to business and managerial ethics* | *Max. 4 points* | *4* |
| *Final project* | *1* | *Outcome 6* | *Preparation, creation and presentation of a project task that tests the practical application of understanding, knowledge and skills of* | *Outcome 6 – max. 16 points* | *16* |

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| | | | *implementing business ethics* | | |
| ***Total*** | ***6*** | ***/*** | ***/*** | ***/*** | ***100*** |

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. At the final exam, it is possible to achieve a maximum of 96 points (100 – activity in class 4 points = 96 points). A student can receive additional points on the Challenge learning outcome.*

*In the course **Ethics in Business and Management** , the following assessment methods are used to test students' knowledge, i.e. the level of acquisition of learning outcomes:*

*- Exam in the form of an essay on a given topic (outcomes 1, 2 and 3): essay-type questions test the adoption of theoretical concepts related to ethical business and management: historical and theoretical postulates of different approaches to business and managerial ethics, goals and basic standards of business ethics, moral business and social responsibility, and individual ethical principles in the process of business decision-making.*

*- Individual practical tasks (outcomes 4 and 5) and team project (outcome 6): 1) the tasks test the ability to apply critical thinking in connecting theoretical knowledge and practical application of basic ethical principles in business decision-making and action; 2) The project verifies the practical application of knowledge, understanding and skills of implementing business ethics in company management systems in the given field of application. The project must be submitted before the exam date.*

| ***NAME OF LEARNING OUTCOMES*** | ***INTERMEDIATE EXAM/EXAM*** | ***CLASS ACTIVITY*** | ***DESIGN*** | ***TOTAL*** |
|---|---|---|---|---|
| *OUTCOME 1* | *16* | *4* | *0* | *20* |
| *OUTCOME 2* | *16* | *0* | *0* | *16* |
| *OUTCOME 3* | *16* | *0* | *0* | *16* |
| *OUTCOME 4* | *16* | *0* | *0* | *16* |
| *OUTCOME 5* | *16* | *0* | *0* | *16* |
| *OUTCOME 6* | *0* | *0* | *16* | *16* |

| TOTAL | 80 | 4 | 16 | 100 |
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***JUDGING***:

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.*

*Grades are calculated based on the following distribution of points:*

| NUMBER OF POINTS | RATING |
|---|---|
| 0,00 – 53,90 | Insufficient (1) |
| 54,00 – 64,90 | Sufficient (2) |
| 65,00 – 79,90 | Good (3) |
| 80,00 – 89,90 | Very Good (4) |
| 90.00 and more | Excellent (5) |

*The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

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| 1.9. *Required literature and number of copies in relation to the number of students currently attending classes in the course* | | |
| *Title* | *Number of copies* | *Number of students* |
| *Vig, S. (2023) Business Ethics. CODUPO d.o.o., Zagreb, second amended edition* | | |
| | | |
| *1.10. Supplementary literature* | | |
| *Title* | | |
| *Bebek, Borna; Kolumbić, Antun (2005). Business ethics. Zagreb: Synergy Publishing* | | |
| *Pupavac, D. (2020) ENTREPRENEURIAL ETHICS, 2nd edition, Zagreb: Veleri* | | |
| *Ghillyer, A. (2020) Business Ethics Now, 6th Edition, McGraw Hill* | | |
| *Crane, A., Matten, D., Glozer, S., Spence, L. (2019) Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, 5th Edition, Oxford University Press* | | |
| *Crane, A., McWilliams, A., Matten, D., Moon, J., Siegel, D. S. (eds.) (2009) The Oxford Handbook of Corporate Social Responsibility, Oxford University Press* | | |
| *1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences* | | |
| • *statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),*<br>• *conducting a survey among students,*<br>• *evaluation and self-evaluation of teachers,*<br>• *achieved results, level of understanding and knowledge during the preparation of the seminar paper,* | | |

- *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),*
- *analysis of the reports of the head of the quality center, and*
- *Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.*