

**SYLLABUS**  
**Academic Year 2023/2024**  
**1st Year of Study/ 2nd Semester**

**1. Information about the program**

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert.

**2. Information about discipline**

2.1. Discipline title	<b>Business Ethics and CSR</b>		2.2. Course code	BA 122			
2.3. Course coordinator	Associate Professor PhD Maican Silvia						
2.4. Seminar coordinator	Associate Professor PhD Maican Silvia						
2.5. Study year	<b>I</b>	2.6. Semester	<b>II</b>	2.7. Evaluation type (E/C/VP)	<b>E</b>	2.8. Type of course (C – compulsory, <b>Op</b> – optional, <b>F</b> - Facultative)	<b>C</b>

**3. Number of teaching hours per semester**

3.1. Teaching hours per week	<b>4</b>	from which: 3.2. course	<b>2</b>	3.3. seminar	<b>2</b>
3.4. Total of hours per semester	<b>56</b>	from which: 3.5. course	<b>28</b>	3.6. seminar/laboratory	<b>28</b>
Distribution of time					Number of hours
Study from course book					<b>40</b>
Supplementary documentation					<b>30</b>
Preparing for seminars, papers					<b>30</b>
Mentoring					<b>17</b>
Exams					<b>2</b>
Other activities .....					

Total of hours per individual study	119
3.8 Total of hours per study plan	56
3.9 Total of hours per semester	175
3.10 Number of ECTS credits allocated	7

**4. Preconditions** (when is the case)

4.1. of curriculum	<i>Other business disciplines</i>
4.2. of competences	

**5. Conditions** (when is the case)

5.1. for the course	<i>Amphitheatre with a laptop and Internet access</i>
5.2. for the seminar	<i>Laboratory with laptops and Internet access</i>

**6. Specific competences**

Professional skills	S1. Creative application of research and problem-solving techniques in business management;
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	<p>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S8. Understanding the importance of developing business strategies that generate a sustainable and healthy growth;</p> <p>S11. Knowledge of the main forms of communication, both within the organization and in relation to the environment, with the interest groups with which the organization comes into contact;</p> <p>S18. Developing organizational leadership skills;</p>
Additional skills	TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;

## 7. Discipline objectives

7.1 General objective	<ul style="list-style-type: none"> <li>- Understand several ethics theories and be able to apply these theories in real world settings.</li> <li>- Demonstrate a deeper understanding of the moral choices that are implicit in virtually every aspect of work life by applying the concepts to one's own experience.</li> <li>- Demonstrate an understanding of Stakeholder Management Theory by articulating different types of ethical business dilemmas that occur on a regular basis and be able to recognize and analyze these situations based on the Stakeholder Management Framework.</li> </ul>
7.2 Specific objective	<ul style="list-style-type: none"> <li>- At the end of the analysis one must be able to reach a logical, ethical, and solid business decision based on these principles.</li> <li>- Engage in an exploration of one's own personal value system and how that system guides her/his moral and ethical decision-making in the workplace.</li> <li>- Understand the limitations of Stakeholder Management Theory and the inherent struggles between societal and individual definitions of moral/ethical behavior.</li> </ul>

## 8. Content

Course	Teaching methods	Remarks
<b>1. Corporate ethics: concept and evolution</b>	Lecture, Discussions, Exemplifications	4 hours
<b>2. Ethics and Moral Judgment</b>	Lecture, Discussions, Exemplifications	4 hours
<b>3. Stages of Moral Development; Ethical Theories</b>	Lecture, Discussions, Exemplifications	2 hours
<b>4. Decision making and ethical management</b>	Lecture, Discussions, Exemplifications	2 hours
<b>5. Corporate responsibility. Concept, definition and dimensions</b>	Lecture, Discussions, Exemplifications	2 hours
<b>6. Free Market Capitalism and Moral Responsibility</b>	Lecture, Discussions, Exemplifications	2 hours
<b>7. Strategic management of corporate responsibility and sustainability</b>	Lecture, Discussions, Exemplifications	2 hours
<b>8. Implementation and alignment of a corporate responsibility strategy</b>	Lecture, Discussions, Exemplifications	2 hours
<b>9. Stakeholder relations and partnership management</b>	Lecture, Discussions, Exemplifications	2 hours
<b>10. Moral Issues in the Workplace</b>	Lecture, Discussions, Exemplifications	2 hours
<b>11. Moral Issues in Advertising, Marketing, and Compensation</b>	Lecture, Discussions, Exemplifications	2 hours

<b>12. Moral Issues Regarding the Triple Bottom Line: Economy, Environment, Human Welfare</b>	Lecture, Discussions, Exemplifications	2 hours
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Maican S., (2023), <i>Business Ethics and CSR</i>, Electronic didactical material available in the library.</li> <li>2. Maican S., (2022), <i>Etică și Responsabilitate socială corporativă. Sinteze și studii de caz</i>, Edt. Aeternitas, Alba Iulia.</li> <li>3. Conrad C. A. (2018), <i>Business Ethics a Philosophical and Behavioral Approach</i>, Hotchkiss Springer.</li> <li>4. Stanwick, P.A.; Stanwick, S.D., (2018) <i>Absolute Essentials of Business Ethics</i>, Routledge Focus.</li> <li>5. Eagle L., Dahl S., Hill S., (2013) <i>Social Marketing</i>, Harlow: Pearson Education Limited.</li> <li>6. Hartman, L., Desjardins, J., MacDonald, C., <i>Business Ethics: Decision Making for Personal Integrity and Social Responsibility</i> (2013), Third edition, Mcgraw-Hill.</li> <li>7. Buchholtz, A. and Carroll, A. (2011). <i>Business &amp; Society. Ethics and Stakeholder Management</i>. (8th Ed.). Mason, Ohio: South-Western.</li> <li>8. Cohen, Elaine (2011). <i>Responsabilitatea Socială Corporativă în Sprijinul Resurselor Umane</i>. Editura Curtea Veche: București.</li> <li>9. Herman E., Georgescu M. A., Georgescu A., (2012), <i>Ethics between theory and practice – social responsibility in the Romanian business environment</i>, <i>Procedia – Social and Behavioral Sciences</i>, 58, p. 703-713.</li> <li>10. Carroll A. B., (1979), <i>A Three-Dimensional Conceptual Model of Corporate Social Performance</i>, <i>Academy of Management Review</i>, 4, p. 497-505;</li> <li>11. Carroll A. B., (1991), <i>The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders</i>, <i>Business Horizons</i>;</li> <li>12. Carroll A. B., (1999), <i>Corporate social responsibility: evolution and definitional construct</i>, <i>Business and Society</i>, 38(3), p. 268-95;</li> <li>13. Dahlsrud A., (2008), <i>How Corporate Social Responsibility is Defined: an Analysis of 37 Definitions</i>, <i>Corporate Social Responsibility and Environmental Management</i>, 15, p. 1-13;</li> </ol>		
<b>Seminar</b>		
1. What is (Business) Ethics? [Case 1: Sophie's Choice]; Moral Judgment. Kohlberg's Moral Stages theory. Ethical Theories (Virtue Ethics) [Case 2: Heinz's Dilemma]	Interactive lectures; exemplification; Study Cases	4 hours
2. Ethical Theories (Virtue ethics; Duty Ethics; Utilitarianism, Social Contract; Skepticism; Existentialism; Critique of Ethics: Moral Relativism, Absolutism, Pluralism;) [Case 3: What Should Mary do?] [Case 4: Overcrowded lifeboat] [Case 5: Runaway trolley] [Case 6: Four Questionable Cultural Practices]	Interactive lectures; exemplification; Study Cases	6 hours
3. Distributive Justice, Morality and Legality, Human Rights, and Moral Principles (Virtue, Duty, Respect, Welfare, Cosmopolitanism, Sustainability, etc.) [Case 7: Drowning child]	Interactive lectures; exemplification; Study Cases	4 hours
4. The Essentials of Good Argument, Fallacious Reasoning, & the Informal Fallacies Do Capitalist Businesses Have Any Moral Responsibility? Conscious Capitalism: Does it Really Make Sense?	Interactive lectures; exemplification; Study Cases	4 hours
5. Should Quotas for Women on Corporate Boards be Mandated by Law? Can Individual Virtue Survive Corporate Pressure? Can Ethics Codes Build 'True' Corporate Ethics? Does Blowing the Whistle Violate Company Loyalty?	Interactive lectures; exemplification; Study Cases	4 hours
6. Should Advertising Directed at Young Children be Restricted? Is Immersive Advertising to Young Children Morally Acceptable? Are Organic Foods Really Worth the Cost?	Interactive lectures; exemplification; Study Cases	6 hours
<b>References</b>		

1. Maican S., (2023), *Business Ethics and CSR*, Electronic didactical material available in the library.
2. Maican S., (2022), *Etică și Responsabilitate socială corporativă. Sinteze și studii de caz*, Edt. Aeternitas, Alba Iulia.
3. Conrad C. A. (2018), *Business Ethics a Philosophical and Behavioral Approach*, Hotchkiss Springer.
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6. Hartman, L., Desjardins, J., MacDonald, C., *Business Ethics: Decision Making for Personal Integrity and Social Responsibility* (2013), Third edition, McGraw-Hill.
7. Buchholtz, A. and Carroll, A. (2011). *Business & Society. Ethics and Stakeholder Management*. (8th Ed.). Mason, Ohio: South-Western.
8. Cohen, Elaine (2011). *Responsabilitatea Socială Corporativă în Sprijinul Resurselor Umane*. Editura Curtea Veche: București.
9. Herman E., Georgescu M. A., Georgescu A., (2012), *Ethics between theory and practice – social responsibility in the Romanian business environment*, *Procedia – Social and Behavioral Sciences*, 58, p. 703-713.
10. Carroll A. B., (1979), *A Three-Dimensional Conceptual Model of Corporate Social Performance*, *Academy of Management Review*, 4, p. 497-505;
11. Carroll A. B., (1991), *The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders*, *Business Horizons*;
12. Carroll A. B., (1999), *Corporate social responsibility: evolution and definitional construct*, *Business and Society*, 38(3), p. 268-95;
13. Dahlsrud A., (2008), *How Corporate Social Responsibility is Defined: an Analysis of 37 Definitions*, *Corporate Social Responsibility and Environmental Management*, 15, p. 1-13;

**Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program**

The content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences. The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

**Evaluation type**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	Multiple Choice Exam	50%
10.5 Seminar	- <i>Involvement in classes topic</i>	CSR Research Project	50%
	- <i>Scientific content of the papers</i>		
	- <i>Finishing the practical activities</i>		

10.6 Minimum performance standard: minimum grade 5

Demonstrating the competences:

- *Knowledge of the fundamental / specific notions and their use in the appreciation Business Ethics and CSR concepts;*
- *Ability to deploy and manage a CSR strategy at company level*

Date:  
20.09.2023

Signature of course coordinator:  
Associate Professor PhD. Maican Silvia

Signature of seminar coordinator:  
Associate Professor PhD. Maican Silvia

Date for Department approval:  
20.09.2023

Signature of the Head of Department:  
Associate Professor PhD. Maican Silvia