

**SYLLABUS**  
**Academic Year 2024 – 2025**  
**Year of Study III/ Semester II**

**1. Information about the program**

1.1. University	„1 <sup>st</sup> Decembrie 1918” University of Alba Iulia
1.2. Faculty	<b>Faculty of Economics</b>
1.3. Department	<b>Business Administration and Marketing</b>
1.4. Field of study	<b>Business Administration</b>
1.5. Cycle of Study	<b>Bachelor</b>
1.6. Academic program / Qualification/ ESCO Code	<b>Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts</b>

**2. Information of course matter**

2.1. Course		<b>Business Ethics</b>		2.2. Subject code		<b>BA 321</b>	
2.3. Course Leader				Assistant. PhD. Ciolomic Ioana-Andreea			
2.4. Seminar Tutor				Assisant. PhD. Ciolomic Ioana-Andreea			
2.5. Study year	<b>III</b>	2.6. Semester	<b>II</b>	a)Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	<b>E</b>	2.8. Type of course ( <b>C</b> – Compulsory, <b>Op</b> – optional, <b>F</b> - Facultative)	<b>C</b>

**3. Course Structure (Weekly number of hours)**

3.1. Number of hours per week	<b>3</b>	Out of which: 3.2 course	<b>2</b>	3.3. seminar/laboratory	<b>1</b>
3.4. Total number of hours in the curriculum	<b>42</b>	Out of which: 3.5 course	<b>28</b>	3.6. seminar/laboratory	<b>14</b>
Time distribution					Hours
a) Individual study of readers					<b>13</b>
b) Documentation (library)					<b>10</b>
c) Home assignments, Essays, Portfolios					<b>8</b>
d) Tutorials					<b>-</b>
e) Assessment (examinations)					<b>2</b>
f) Other academic activities (study visits, mentoring, projects )					<b>-</b>

3.7 Total hours for individual study (a+b+c)	<b>31</b>
3.8 Total hours of university activities (d+e+f+3.4)	<b>44</b>
3.9 Total of hours per semester (3.7+3.8)	<b>75</b>
3.10 Number of credits	<b>3</b>

**4. Prerequisites (where applicable)**

4.1. curriculum-based	<i>N/A</i>
4.2. competence-based	<i>N/A</i>

**5. Requisites (where applicable)**

5.1. course-related	<i>Classroom with video projector/board</i>
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5.2. seminar/laboratory-based	Classroom with video projector/board
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### 6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	C1 Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication C2 Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field
Transversal competences	CT1 Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy Solving in real time, in conditions of qualified assistance, a real/hypothetical problem at work, respecting the norms of professional ethics.

### 7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The aim of ethical endeavors is morality. The duty of ethics is not only to expound the theoretical aspects and issues of morals but also to provide a practical, effective “roadmap” for the improvement of moral life within society. The role of business ethics is to help people and organizations decide the best course of action, the criteria of their choices, and the underlying moral motivations of their actions. After a thorough exposure to the content of the subject, students should be familiar with the basic concepts of business ethics and ethical decision-making.</i>
7.2 Specific objectives of the course	<i>Acquiring the ability to identify the distinctions between ethics, morals, and morality. Development of the ability to elaborate personal opinions concerning moral law, moral consciousness, and moral responsibility. Acquiring the capacity to acknowledge and set up a series of common moral standards and values in business. Acknowledgment of the role and importance of studying Business Ethics. Appropriation of universal ethical principles. Developing personal opinions concerning some typical arguments against the association of business and ethics expounded in the specialist literature. Acquiring specific abilities to elaborate/implement ethical codes.</i>

### 7. Course content

8.1 Course	Teaching methods	Remarks
<i>1. General Ethics: Etymology, definitions, conceptual delimitations. The divisions of ethics. The role and functions of ethics in society.</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>2. The ethics of “Profit”: Profit – rational imperative. Economic humanism</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>3. Moral – Science and Art: The concept of morality. Moral rules. The moral law. Moral conscience</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>4. Moral and its values: moral responsibility and moral relationships. Social responsibility as moral responsibility.</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>5. Man – Creator of the Moral Order: The human will between constraint and freedom. The concepts of immoral and amoral</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>6. Virtues and Immorality: Why are there immoral behaviors? Can virtue be learned?</i>	<i>Lecture, presentation, discussions</i>	2 hours
<i>7. Business and Their Ethics: Theoretical definitions and concepts, short historical interest in business ethics.</i>	<i>Lecture, presentation, discussions</i>	2 hours

8. <i>The Importance of Business Ethics: Methodological Delimitations. Contemporary managers' views on ethics/morality. The role of ethics in business.</i>	<i>Lecture, presentation, discussions</i>	2 hours
9. <i>Morality in Business: Defining morality. Ethical dilemmas in business</i>	<i>Lecture, presentation, discussions</i>	2 hours
10. <i>Ethical Codes and Principles: Practical principles of business of ethics. Organizational codes of ethics.</i>	<i>Lecture, presentation, discussions</i>	2 hours
11. <i>Modern Management and Business Ethics: Historical landmarks and the evolution of managerial ethics.</i>	<i>Lecture, presentation, discussions</i>	2 hours
12. <i>Crisis Management and Morality</i>	<i>Lecture, presentation, discussions</i>	2 hours
13. <i>Managerial Ethics: Theories about morality in business. Moral problems in the management of human resources.</i>	<i>Lecture, presentation, discussions</i>	2 hours
14. <i>Ethical Models in Business Decision Making: The Consequences of a Counter-Moral Behavior. Why are decisions made against ethics?</i>	<i>Lecture, presentation, discussions</i>	2 hours
<b>Bibliography</b>		
1. Ferrel, Fraedrich, <i>Business Ethics: Ethical Decision-Making and Cases</i> , Southwestern Cengage, 2021		
2. Kevin Gibson, <i>Ethics and Business: An Introduction</i> , Cambridge University Press, 2007		
3. P.Griseri, N. Seppala, <i>Business Ethics and Corporate Social Responsibility</i> , Andover, 2010		
<b>8.2 Seminar</b>	<b>Teaching methods</b>	<b>Notes</b>
<i>Seminar 1: Identifying the role of Ethics in our lives</i>	<i>Case studies analysis</i>	<i>2 hours</i>
<i>Seminar 2: Ethical issues in business</i>	<i>Case studies analysis</i>	<i>2 hours</i>
<i>Seminar 3 – Ethical dilemmas</i>	<i>Debate based on short essays assigned to the students</i>	<i>2 hours</i>
<i>Seminar 4 - E-ethics</i>	<i>Debate based on short essays</i>	<i>2 hours</i>
<i>Seminar 5 - The code of ethics</i>	<i>Case studies analysis</i>	<i>2 hours</i>
<i>Seminar 6 – The code of ethics</i>	<i>Case studies analysis</i>	<i>2 hours</i>
<i>Seminar 7 - Elaboration of a project on the main advantages/disadvantages of CSR policies</i>	<i>Exercise based on a case study</i>	<i>2 hours</i>
<b>Bibliography</b>		
1. Ferrel, Fraedrich, <i>Business Ethics: Ethical Decision-Making and Cases</i> , Southwestern Cengage, 2021		
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**9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

*The contents of the discipline are adapted to the current needs of the employers, contributing to the students' acquisition of knowledge and theoretical and practical skills related to business ethics.*

**10. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Knowledge of theoretical and practical elements regarding</i>	<i>Written exam To pass the exam students must solve correctly at least half of the exam subjects.</i>	60%
10.5 Seminar/ laboratory class	<i>Discussing the study cases Building and presenting projects</i>	<i>Seminar-activity portfolio (AP)</i>	40%

<i>Class participation.</i>		
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10.6 Minimum performance standard:

- It is necessary to obtain a minimum grade of 5 (five) in order to pass this subject;
- The grades being granted are between 1 (one) and 10 (ten);
- Students must approach each element (question, problem) within the exam sheet;
- The exam is written and takes approximately 120 minutes;
- Writing a project proposal based on a given structure, that includes the basic specific elements
- The course and seminar/laboratory activities are carried out exclusively in a face-to-face format, according to national and university/faculty regulations, and according to the decision of the course professor, these aspects being communicated to students in the first two weeks from the beginning of the semester. In order to pass the subject, it is mandatory for students to attend at least 75% of the seminars/laboratories, face-to-face.
- In order to pass the subject, it is mandatory to take the evaluation test.

Fill in date  
16.09.2024

Course leader signature  
Assistant. Ciolomic Ioana Andreea, PhD

Seminar tutor signature  
Assistant. Ciolomic Ioana Andreea, PhD

Approval date in department  
16.09.2024

Department director's signature,  
Assoc. Prof. PhD. Maican Silvia