

SYLLABUS
Academic Year 2025 – 2026
Year of Study III/ Semester II

1. Information about the program

1.1. University	„1 st Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	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

2. Information of course matter

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

3. Course Structure (Weekly number of hours)

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

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

4. Prerequisites (where applicable)

4.1. curriculum-based	N/A
4.2. competence-based	N/A

5. Requisites (where applicable)

5.1. course-related	Classroom with video projector/board
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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
1. Course Overview and Conceptual Framework	Lecture, presentation, discussions	2 hours
2. The Importance of Business Ethics	Lecture, presentation, discussions	2 hours
3. The Evolution of Business Ethics	Lecture, presentation, discussions	2 hours
4. Stakeholder Relationships, Social Responsibility, and Corporate Governance	Lecture, presentation, discussions	2 hours
5. Emerging Business Ethics Issues	Lecture, presentation, discussions	2 hours
6. The Institutionalization of Business Ethics	Lecture, presentation, discussions	2 hours
7. The Decision Making Process (1): Ethical Decision Making and Ethical Leadership	Lecture, presentation, discussions	2 hours
8. The Decision Making Process (2): Individual Factors: Moral Philosophies and Values	Lecture, presentation, discussions	2 hours

9. <i>The Decision Making Process (3): Organizational Factors: The Role of Ethical Culture and Relationships</i>	<i>Lecture, presentation, discussions</i>	2 hours
10. <i>Implementing Business Ethics in a Global Economy (1)- Developing an Effective Ethics Program</i>	<i>Lecture, presentation, discussions</i>	2 hours
11. <i>Implementing Business Ethics in a Global Economy (2) - Implementing and Auditing Ethics Programs</i>	<i>Lecture, presentation, discussions</i>	2 hours
12. <i>Implementing Business Ethics in a Global Economy (3) - Business Ethics in a Global Economy</i>	<i>Lecture, presentation, discussions</i>	2 hours
13. <i>Ethical Leadership</i>	<i>Lecture, presentation, discussions</i>	2 hours
14. <i>Course Review and Revision</i>	<i>Lecture, presentation, discussions</i>	2 hours

Bibliography

1. Ferrel, Fraedrich, *Business Ethics: Ethical Decision-Making and Cases*, Southwestern Cengage, 2021
2. Kevin Gibson, *Ethics and Business: An Introduction*, Cambridge University Press, 2007
3. P.Griseri, N. Seppala, *Business Ethics and Corporate Social Responsibility*, Andover, 2010

8.2 Seminar

Teaching methods

Notes

<i>Seminar 1: Ethical Theories - What the major ethical theories are (utilitarianism, categorical imperative, virtue ethics, etc.)</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 2: Ethical dilemmas</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 3 – Solving Ethical Dilemmas- Proposed strategies to deal with ethical dilemmas</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 4 - Cultural Dimensions in Business & Business Ethics</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 5 - Addressing Individual's Common Ethical Problems - People issues, Conflicts of Interest, Customer Confidence Issues</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 6 – Managing Ethics in the Organisation – Ethical Selves, Rewards and Discipline</i>	<i>Case studies and debates</i>	<i>2 hours</i>
<i>Seminar 7 - Relevant and representative real-world cases addressing ethical challenges in business organizations</i>	<i>Case studies and debates</i>	<i>2 hours</i>

Bibliography

1. Ferrel, Fraedrich, *Business Ethics: Ethical Decision-Making and Cases*, 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>	<p>Written exam</p> <ul style="list-style-type: none"> • <i>The exam includes theoretical questions and applied case analysis.</i> 	70%

		<ul style="list-style-type: none"> To pass the exam, students must correctly solve at least 50% of the exam subjects. 	
10.5 Seminar/ laboratory class	<i>Attendance and active participation in case discussions</i> <i>Quality of arguments and critical reasoning</i>	20% – Attendance (minimum 75% of seminar meetings required for full points) 10% - Active participation in case discussions	30%
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 30% of the seminars/laboratories, face-to-face. - In order to pass the subject, it is mandatory to take the evaluation test.			

Fill in date
13.02.2026

Course leader signature
Assist.prof. Ciolomic Ioana Andreea,PhD

Seminar tutor signature
Assist.prof. Ciolomic Ioana Andreea,PhD

Approval date in department
13.02.2026

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