



Subject **Module: General Management Skills**
Course: **General Management Skills II: Business Ethics**

Professor in charge: Prof. Dr. Marc Ant

Target group: MBA-students in the first stage of the MBA-program

Lectures: 2 SWS

- Aims:**
- To learn about the foundations in ethical thought.
 - To discuss a variety of perspectives on difficult ethical dilemmas in both the personal and professional context.
 - To critically evaluate different perspectives in business ethics using ones own ethical theory base.
 - To critically analyse different business situations in conjunction with management, law, economics and public policy from a multidisciplinary and philosophical perspective.

Contents:

Ethics?

Values and Ethics, The Nature and Goals of Business Ethics, Business Ethics and the Law, Ethics and Ethos, Morality, Virtues, and Social Ethics, Ethical Perspectives: Managers and Other Stakeholders

Ethical Theory and Business

Ethical Relativism and Reasoning in Ethics, Psychological Egoism, Modern Ethical Theory: Utilitarian Ethics, Deontological Ethics, Virtue Ethics

Corporate Social Responsibility

Classical Model, Moral Minimum, Stakeholder Theory

Moral Rights in the Workplace

The Right to Work, Employment at Will, Due Process in the Workplace, Participation Rights, Employee Health and Safety, Privacy in the Workplace

Employee Responsibilities

Employee as Agents, Professional Ethics and the Gatekeeper Function, Managerial Responsibility and Conflicts of Interests, Trust and Loyalty in the Workplace, Responsibilities to Third Parties: Honesty, Whistleblowing, and Insider Trading

Marketing Ethics: Advertising and Target Marketing

Ethics of Sales, Advertising, and Product Placement, Regulating Deceptive and Unfair Sales and Advertising, Marketing Ethics and Consumer Autonomy, Targeting the Vulnerable: Marketing and Sales

Business' Environmental Responsibilities

Environmental Responsibilities, Environmental Pragmatism: Towards a Consensus on Environmental Responsibility, Corporate Social



Responsibility and the Environment, Business Ethics and Sustainable Economics, Business Ethics in the Age of Sustainable Development

Diversity and Discrimination

Diversity and Equality, Discrimination, Equal Opportunity, and Affirmative Action, Preferential Treatment in Employment, Arguments against/in support of Preferential Hiring, Sexual Harassment in the Workplace

International Business and Globalization

Ethical Relativism and Cross-Cultural Values, Cross-Cultural Values and International Rights, Globalization and International Business, Democracy, Cultural Integrity, and Human Rights, Global Compact

Methods:

Lecturing, presentations, case studies, films

Examination:

Oral presentation of an ethical case based on a personal experience

Literature

Desjardin, J. (2005). *An Introduction to Business Ethics*. 2nd ed. Berkshire: McGraw Hill.

Hartmann, L. (2004). *Perspectives in Business Ethics*. 3rd ed. Berkshire: McGraw Hill.

Language:

English

Case Studies:

Films: "The Firm", "Erin Bronkovich"