

International Business Management (IBM, B.A.): Managing International Business

Module (B-IBM 6.5): International Business Ethics and Sustainability					
ID No.	Workload	Credit Points	Semester	Module Frequency	Duration
B-IBM 6.5	125 h	5	6 th Semester	Every Semester	1 Semester
1	Courses		In-Class Study	Self-Study	Planned Group Size
	Seminar "International Business Ethics and Sustainability" (3 WCH)		42 TU	83 h	25
2	<p><u>Learning Outcomes/Competences</u></p> <p>After completing this module students have a firm grounding in the fundamentals of business ethics, its role as a foundation for different political and market systems as well as its significance for international business. They are in a position to critically evaluate different approaches to business ethics and apply a variety of traditional and modern ethical perspectives to a range of situations. In addition students have the necessary skills to critically evaluate the morality of their own individual behavior within the workplace and understand approaches to promoting moral decision making. After successful completion of the course, students are able to identify the various elements of sustainability and discuss their relevance to corporate stakeholders in the context of current and future global economic, environmental and social challenges. They are in a position to assess and manage the ethical issues in various stakeholder relationships, particularly when operating internationally and through supply chains that cross national and cultural boundaries. In particular they well equipped to defend these positions against arguments focused on short-term financial outcomes at the expense of other factors, leading to more sustainability-conscious and ethically proactive employees and managers.. Moreover they have a heightened awareness of their role as consumers in the sustainable and ethical approaches of businesses.</p>				
3	<p><u>Contents (56 Teaching Units)</u></p> <p>Introduction to Ethics (8 TU)</p> <ul style="list-style-type: none"> • Foundations of Ethics and Relevance to Business • Cultures, Religion and History as Indicators of Values and Morality • Ethics and the Law • Normative Theories of Ethical Behavior <ul style="list-style-type: none"> ○ Utilitarianism ○ Ethics of Duties ○ Ethics of Rights ○ Discourse Ethics ○ Care Ethics ○ Virtue Ethics • The Ethical Foundations of different Political and Market Systems (economic liberalism, social market capitalism etc.) <p>Personal Ethics (8 TU)</p> <ul style="list-style-type: none"> • Levels of ethics (Personal, Organizational, Systemic) • Individual Decision-Making in Organizations • Giving Voice to Values (Gentile) • Ethics in Leadership and Management <p>Ethics, Sustainability and Stakeholders (12 TU)</p> <ul style="list-style-type: none"> • Stakeholder View of Organizations (Freeman, Weiss) <ul style="list-style-type: none"> ○ Corporate Shareholders ○ Employees and HR ○ International suppliers and Supply Chains 				

	<ul style="list-style-type: none"> ○ Global Consumers and Ethical Consumption ○ Business-Government Relations and Globalization ○ NGOs ● International Stakeholder Management and Engagement <p>Ethics in International Organizations (8 TU)</p> <ul style="list-style-type: none"> ● Globalization and Business Ethics ● Ethics in Corporate, Industry and National cultures ● Corporate Governance ● Corruption & Whistleblowing ● Codes of Ethics ● Ethical auditing and Training <p>Global Sustainability (8 TU)</p> <ul style="list-style-type: none"> ● Foundations of Sustainability and Sustainable Development (Brundlandt, Rio Summit) <ul style="list-style-type: none"> ○ Corporate Economic Sustainability and Global markets ○ Ecological Sustainability and MNCs ○ Social Sustainability on Local and Global levels <p>Global Sustainability Initiatives (4 TU)</p> <ul style="list-style-type: none"> ● UN Global Compact, ILO Standards, Rio Declaration ● Sustainability Audits and Assessments ● Sustainability Reporting and Indices <p>Sustainability as a USP (8 TU)</p> <ul style="list-style-type: none"> ● Sustainability-based Business Models and Concepts ● Sustainability Initiatives and Social / Eco-labelling (FSC, Fair Trade)
4	<p><u>Teaching Method(s)</u></p> <p>In-class study: Seminar-type lectures, tutorials (case study and group work) and guidance for study of literature, role plays, presentations</p> <p>Self-study: Reading the literature, preparing case studies and practice exercises, preparing presentations</p>
5	<p><u>Prerequisites</u></p> <p>None</p>
6	<p><u>Assessment method(s)</u></p> <p>Written Examination: 90 minutes</p>
7	<p><u>Prerequisites for the award of ECTS points</u></p> <p>A pass in a module is achieved when the overall grade is greater than or equal to 4.0.</p>
8	<p><u>Use of this module within the study program</u></p> <p>B-IBM 2.1 Microeconomics; B-IBM 2.2: Macroeconomics; B-IBM 5.1 English: Theory and Practice or Deutsch: Theorie und Praxis (German: Theory and Practice)</p> <p><u>Use of this module for other study programs</u></p> <p>This module is taught in International Business Management and in International Business Psychology.</p>

9	<p><u>Grade Weighting</u></p> <p>Credit Points: 5/180 ECTS points; Grade Weighting: 5/174 ECTS points</p>
10	<p><u>Module Coordinator(s)</u></p> <p>Amit Ray, M.Eng.</p>
11	<p><u>Literature</u></p> <ul style="list-style-type: none"> • Crane, Andrew; Matten, Dirk: Business Ethics. Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford University Press, 3rd edition, Oxford 2010. • DeGeorg, Richard: Business Ethics, 7th Edition, Pearson Education Ltd., Harlow 2012. • Esty, Daniel; Winston, Andrew: Green to Gold. How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage, John Wiley & Sons, Hoboken, New Jersey 2009. • Esty, Daniel; Simmons, P.J.: The Green to Gold Business Playbook. How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function, John Wiley & Sons, Hoboken, New Jersey 2011. • Hamschmidt, Jost (Ed.): Case Studies in Sustainability Management and Strategy. The Oikos collection, Greenleaf Publishing, Sheffield 2007. • Hopkins, Michael: Corporate Social Responsibility and International Development. Is Business the Solution?, Earthscan, London 2007. • United Nations World Commission on Environment and Development: Our Common Future (1987). Retrieved from: http://www.un-documents.net/our-common-future.pdf • Velasquez, Manuel: Business Ethics: Concepts and Cases. Pearson New International Edition, Pearson Education Ltd., 7th Edition, Harlow 2013.