

B-IBM 3.4 International Business Ethics and Sustainability

Code B-IBM 3.4	Workload 125 h	Duration 1 Semester	Workload 42 h physical synchronous contact hours
Level Bachelor	ECTS Credits 5	Frequency both WS and SS	0 h online synchronous contact hours
Module Responsibility Prof. Dr. Hendrik Müller	Teaching Units 42	Language of Instruction English	10 h guided private study hours 73 h private study hours

Courses

B-IBM 3.4.1 Business and Corporate Ethics	(1 TU)
B-IBM 3.4.2 Sustainability Management and CSR	(2 TU)

Learning Outcomes/Competencies

The students who have successfully completed the module are able to:

- recognize and describe the structure of conflicts and ethical issues in the economic and media dimension,
- evaluate ethical discourses in humanistic, normative and deterministic terms,
- examine sustainability in the context of a holistic, historical, economic, ecological, social and cultural perspective
- describe and analyse the resulting conflicts of objectives in the corporate context,
- critically reflect on the relationship between sustainability and business ethics in entrepreneurial fields of action as well as
- identify concrete areas of application for sustainable management and CSR in companies and society.

Module Content

B-IBM 3.4.1 Business and Corporate Ethics

Economy and society

- Economic and social systems
- Socio-economic approaches
- Responsibility in economy and society

Introduction to ethics

- Basic concepts of ethics
- Basic ethical positions and models
- Legality and legitimacy

Business Ethics

- Economics and ethics
- Fundamentals and dimensions of business ethics (3-level model)
- Problem areas of business ethics (globalization, inequality, sustainability, etc.)

Corporate Ethics

- Basics and approaches (macro, meso, micro level)
- Tasks of corporate ethics
- Ethical approaches in the company (human resources management & organization, supply chain and marketing integrity, compliance, etc.)

Social Consequences of Digitalization and Globalization

- Discussion of values / digital ethics
- Challenges of global value systems
- Transfer of responsibility - man/machine

B-IBM 3.4.2 Sustainable management and CSR

Current sustainability Problems and Sustainability Issues

- Milestones of sustainability and historical perspective
- Laws and voluntariness
- Conditions for sustainability
- Sustainability principles and goals (ecological, social, economic and cultural goals according to SDG) and sustainability models
- Globalization and world trade
- Market errors and market failures
- Critique of capitalism and globalization and limits to growth
- Society (for example, social division, diversity, middle class)
- Climate Protection and Adaptation and Economics of Climate Change
- Postal Growth Economics

Corporate responsibility and CSR

- The concept of responsibility
- CSR models and perspectives (corporate citizenship, corporate social responsibility, corporate responsiveness, accountability, corporate responsibility, etc.)
- CSR Directive Implementation Act
- Criticism, conflicts and dilemmas

Sustainable Corporate Governance and Sustainability Management

- Goals and guiding strategies of operational sustainability
- Relevant standards, certificates and management systems (ISO 14001, ISO 45001, ISO 50001, EMAS)
- Situation and stakeholder analysis
- Development and implementation of corporate sustainability strategies and goals using the example of the Sustainability Balanced Scorecard
- Sustainable corporate culture Processes and structures
- Sustainable personnel management
- Sustainable logistics
- Sustainability reporting and communication
- Sustainability marketing
- Sustainability oriented design of the management and performance system
- Current topics and challenges

Learning Activities and Teaching Methods

Physical Synchronous Contact Hours:

Lecture, supported by exercises and case studies as well as review of literature from the guided self-study.

Online Synchronous Contact Hours:

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Guided Private Study Hours:

Working on case studies and exercises as well as guided literature study.

Private Study Hours:

Self-managed preparation and follow-up of courses, literature study, exam preparation.

Pre-Requisites

The successful completion of the following modules is recommended:
B-IBM 1.1 International Business and Strategic Management

Assessment Methods and Evaluation Criteria

Students complete this module with a portfolio. Detailed information about the length, required content, assessment criteria and determination of the module grade are laid down in the laid down in the **Guideline for Learning Portfolios in International Business Management (B.A.)**.

A pass in this module is achieved when the overall grade is greater than or equal to 4.0.

Value of Module Grade for Final Grade

5/170 ECTS credit points in Bachelor's degree programs of the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

5/170 ECTS credit points in Bachelor's programs with an internship semester in the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

Literature

Compulsory Literature

Altenburger, R. (2020). *Innovation Management and Corporate Social Responsibility: Social Responsibility as Competitive Advantage*. New York City, NY: Springer International Publishing.

Blowfield, M., & Murray, A. (2019). *Corporate Social Responsibility* (4th ed.). Oxford: Oxford University Press.

Haski-Leventhal, D. (2018). *Strategic Corporate Social Responsibility: Tools and Theories for Responsible Management*. Los Angeles: SAGE Publications Ltd.

Hedstrom, G. S. (2018). *Sustainability: What It Is and How to Measure It*. Boston, MA: De/G Press.

McAteer, P. (2019). *Sustainability is the New Advantage: Leadership, Change and The Future of Business*. London: Anthem Press.

Further Literature

Camilleri, M. A. (2017). *Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies*. New York City, NY: Springer International Publishing.

Chartier, G. (2020). *A Good Life in the Market: An Introduction to Business Ethics*. Great Barrington, MA: American Institute for Economic Research.

- Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2019). *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization* (5th ed.). Oxford: Oxford University Press.
- Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2018). *Business Ethics: Ethical Decision Making & Cases* (12th ed.). Boston, MA: Cengage Learning Custom Publishing.
- Hopkins, M. (2017). *CSR and Sustainability from The Margins to the Mainstream: A Textbook*. Abingdon: Routledge.
- Laasch, O., & Conaway, R. N. (2015). *Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics*. Stamford: Cengage Learning.
- Rasche, A., Morsing, M., & Moon, J. (2017). *Corporate Social Responsibility*. Cambridge: Cambridge University Press.
- Robertson, M. (2017). *Sustainability Principles and Practice* (2nd ed.). London: Routledge, Taylor & Francis Group.
- Taticchi, P., Carbone, P., & Albino, V. (2014). *Corporate Sustainability*. Berlin: Springer.