

Syllabus
ESR3106 Ethics, Business, and Society
 Prof. Dr. Jürgen Volkert
 Summer Semester 2024

Level	Bachelor	
Credits	5	
Student Contact Hours	4 (45 minutes)	
Workload	150 hours, 60 hours within class and 90 hours for self-study	
Prerequisites	Basic knowledge in Micro- and Macroeconomics, International Economics and General Management Proof of level B2 in English	
Time	Monday, 15.30 - 18.45	
Room	W.1.3.06	
Start Date	Monday, March, 25	
Lecturer	Name	Prof. Dr. Jürgen Volkert
	Office	W4.1.01
	Virtual Office	Link to the alfaview-room of the Department of Economics: https://app.alfaview.com/#/join/alfaview-wur/1329260b-71b0-47ec-8912-122c0da12891/319ee81b-0bf8-4afc-a8ae-5bcd8dd78717 From there, switch to the breakout room “Prof. Volkert”
	Office Hours	Tuesday, 17:15 – 18:45
	Phone	+49 7231 286105
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- **Outline of the Course**
- **Ethical Foundations of management and economics and of potential critics**
 - **Ethical foundations of economics and management:** self-interest, utility and profit maximization
Case studies: Bayer CropScience & child labor; product safety in automotive industry
 - **Further ethical concepts: human rights and duties, justice as fairness, discourse ethics**
Case Studies: Vedanta Bauxite Mining; Shell Nigeria
- **Foundations and Implementation of Corporate Social Responsibility (CSR)**
 - **CSR tools and techniques: implementing ethics and sustainability management:** leadership, corporate, culture and communication
 - **Case Studies:** Fighting Corruption at Siemens; Puma Stakeholder Management; Abercrombie & Fitch: Hollister's Look Policy and / or other additional corporate cases
- **Potentials and Challenges of CSR related to ethics and sustainable development**
 - Diverse Case Studies

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam and/or based on case study
		100%
		Individual
1 Expert Knowledge		
1.1 ...to demonstrate their distinguished and sound competencies in Business Administration	...to explain CSR as a strategic management requirement, related to corporate risk, human resource and financial management and to brand value, Ethics and Sustainability Management.	X
1.2 ...to demonstrate their distinguished and sound competencies in Economics.	...to analyze ethical and economic prerequisites of market economies; markets and morals, role of markets vs. state, corruption, institutions and good governance.	X
2 Digital Skills		
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to discuss economics' and business managements' ethical foundations as well as potentials and limitations.	X
	...to analyze and discuss challenges and conflicts of CSR strategies, ethical issues, conflicts and responsibilities in globalization, potentials and limits of corporate responsibility.	X
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to critically analyze and elaborate cause-related ways to mitigate or overcome ethical conflicts in companies, markets and societies.	X
4 Ethical Awareness		
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to analyze and discuss economics' and business managements' ethical foundations, their potentials and limitations as well as corporate challenges related to ethics and sustainability.	X
	...to reflect and apply ethics and sustainability management tools to overcome ethical and sustainability challenges as well as acquired knowledge to ethical questions in the context of sustainable globalization (e.g. poverty, corruption, human rights, environmental problems...).	X
5 Communication and Collaboration Skills		
6 Internationalization		
6.1 ...to understand and explain business challenges in an international context.	...to critically reflect and explain new opportunities, challenges and risks for business in globalization based on international case studies.	X
6.2 ...to articulate themselves in a professional manner in international business.	... to deal with Business Ethics topics in English.	X

Lecture Slides and diverse case study materials will be uploaded on Moodle which help preparing the sessions and the written exam.

Further literature (only English literature will be used in the course):

- Crane, Andrew; Matten, Dirk: Business Ethics, Oxford: Oxford University Press.
- Sandel, Michael J.: Justice. What's the Right Thing to Do? London: Penguin Book.
- Sandel, Michael J.: Gerechtigkeit. Wie wir das Richtige tun, Berlin: Ullstein.
- Noll, Bernd: Wirtschafts- und Unternehmensethik in der Marktwirtschaft, Stuttgart: Kohlhammer.

Assessment

Depending on the number of participants: open book written exam based on a case study or take home case study exam: 100 %

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)

Additional Information

The course combines highly interactive lectures with case study discussions.

- During the semester we will work intensively on foundational issues of ethics and CSR implementation, each of them related to a variety of real-world cases. Based on the recommended readings, continuing active class participation throughout the term is expected.

Week	Content
1	<u>Course Overview</u> : Introduction and organization Ethical Foundations of Economics and Management I: Self-interest and the need for a political and legal framework (Bayer CropScience child labor case)
2	<u>Ethical Foundations of Economics and Management I</u> : Self-interest and the need for a political and legal framework (Bayer CropScience child labor case)
3	<u>Ethical Foundations of Economics and Management II</u> : Total utility and profit maximization: ethical potentials, problems, limitations and consequences for corporate ethics management (Product Safety Case)
4	<u>Ethical Foundations of Economics and Management II</u> : Total utility and profit maximization: ethical potentials, problems, limitations and consequences for corporate ethics management (Product Safety Case)
5	<u>Kantian ethics of duty, human rights, human development and the foundations of corporate stakeholder management</u> (Shell Nigeria Case or Vedanta case)
6	<u>Kantian ethics of duty, human rights, human development and the foundations of corporate stakeholder management</u> (Shell Nigeria or Vedanta Case)
7	<u>Rawls' and justice as fairness – a basis of sustainable development</u> : concept and resulting economic and management challenges (Vedanta Case or Shell Nigeria Case)
8	<u>Rawls' and justice as fairness – a basis of sustainable development</u> : concept and resulting economic and management challenges (Vedanta Case Shell or Nigeria Case)
9	<u>Addressing corporate challenges</u> : implementation of a corporate ethics management (case: fighting corruption at Siemens)
10	<u>Addressing corporate challenges</u> : implementation of corporate ethics management: case: fighting corruption at Siemens
11	<u>Addressing corporate challenges</u> : implementation of a corporate ethics Management: PUMA's Matamoros case and strategic stakeholder Management
12	<u>Addressing corporate challenges</u> : implementation of a corporate ethics Management: further real world corporate cases
13	<u>Addressing corporate challenges</u> : implementation of a corporate ethics Management: further real world corporate cases
t. b. a.	Written exam based on a case study or take-home case study exam