

COURSE OUTLINE

1. GENERAL INFORMATION

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| FACULTY | ECONOMY AND MANAGEMENT | | |
| DEPARTMENT | ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE CODE | 1605-210508 | SEMESTER | 5th (dir. Marketing) |
| TITLE | Business Ethics and Corporate Social Responsibility | | |
| Autonomous Teaching Activities | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures, Laboratory Exercises | | 3 | 5 |
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| COURSE TYPE | SPECIAL BACKGROUND | | |
| PREREQUISITE COURSES | NONE | | |
| TEACHING LANGUAGE | GREEK | | |
| COURSE OFFERED TO ERASMUS STUDENTS | NO | | |
| COURSE WEBPAGE (URL) | https://exams-sod.the.ihu.gr/course/view.php?id=271 | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>The course aims to cultivate the necessary professionalism of students to operate based on business ethics and ethics and corporate and social responsibility.</p> <p>The initial goal of the course material is for students to understand the concepts of ethics and ethics by which the operation of an organization should be governed. To give the appropriate stimuli to understand how a company as an organization is affected and also affects its environment and to evaluate the effects that the operation of the company has on the market, on consumers, on its human resources, on the natural environment, in the local society, in the state, in the world economic-social-cultural fabric.</p> <p>A parallel goal is for students to develop the necessary skills to analyze, synthesize and critically evaluate business and environmental data to be able to form a crystallized professional value system based on ethical criteria. To be trained to apply the aforementioned knowledge and skills to make operationally responsible decisions in the multifaceted reality of business.</p> <p>Upon successful completion of the course the student will be able to:</p> <p>1. KNOWLEDGE: To identify key issues of ethics teaching and to appreciate the importance of ethics involved at all levels of business. Describe the basic concepts of business ethics and ethics and corporate social responsibility as well as choose how by applying an ethical process the company can gain: credibility, improved social dialogue, good reputation, positive image, advantageous strategy, etc.</p> |

2. APPLICATION: To produce creative thinking and critical ability in the field of business ethics. To find out how the company affects - but is also affected by its human resources and in particular issues related to selection, lifelong learning, job performance, evaluation, employee remuneration, and employment relationships in general
3. IMPLEMENTATION: To examine business opportunities by evaluating the multidimensional impact that the operation of the company has on the formation of economic, technological, social, environmental, cultural data of the local community, the region, the state, the European Union, the worldwide web.
4. ANALYSIS: To develop the internal and external environment of the company and to design and develop a business plan (business plan)
5. COMPOSITION: To explain the data and present them with scientific completeness.

General Skills

- ✓ Search, analysis, and synthesis of data and information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Respect for diversity and multiculturalism
- ✓ Respect for the natural environment
- ✓ Demonstration of social, professional, and moral responsibility and gender sensitivity

3. COURSE CONTENT

- 1) Introduction to business ethics and ethics and corporate social responsibility. General concepts and distinctions. Professional ethics, corporate governance.
- 2) Ethical issues in business and Corporate Social Responsibility. The potential negative effects of business activity on the social environment. The natural environment, poverty, corruption of the rulers. The implications for the business itself.
- 3) Corporate responsibility within the organization: Relationships with employees. Corporate Responsibility in the Market: Customer Relationships and Competitors
- 4) Sustainable development and business ethics and ethics. CSR in developing economies. Globalization and CSR
- 5) CSR Management. Ways of carrying out all the stages. Socially responsible business investments. CSR in smaller companies.
- 6) Codes of business ethics - Code of corporate governance- Unwritten codes of silence: Revelation or concealment
- 7) Organizational justice in the workplace Environmental Ethics.
- 8) Technology and ethics - The ethics of the internet

- 9) Ethical issues and international obligations in a context of globalized reality
- 10) Corporate responsibility within the organization: relationships with employees.
Corporate Responsibility in the Market: Customer Relationships and Competitors
- 11) New ethical challenges and imperatives for 21st-century business
- 12) Strategic Plan for Corporate Social Responsibility (Private / Public Sector)
- 13) Business ethics and ethics. Administrative decision-making procedures
Examples of good practice

4. TEACHING AND LEARNING METHODS - ASSESSMENT

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| TEACHING METHOD | Face to Face | |
| ICT USE | Utilization of presentations via computer/classroom (Power-point) Learning process support through the electronic platform | |
| TEACHING ORGANIZATION | Activities | Working Load per Semester |
| | Lectures | 26 |
| | Practice exercises focusing on the application of methodologies and case study analysis | 26 |
| | Optional Thesis | 27 |
| | Group Thesis | 44 |
| | Case Analysis in small groups | 27 |
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| | TOTAL | 150 |
| ASSESSMENT | <p>Written final exam (100%)</p> <ul style="list-style-type: none"> -Short answer questions -Comparison of theory elements -Critical argumentation evaluation questions <p>The test material is posted on Moodle and time is spent before the test solving questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p> | |

5. REFERENCES

-Suggested bibliography:

- Michel Blowfield-Alan Murray (2019). Corporate and Social Responsibility Paschalidis Publications

- Pouliopoulos, L., Triantaphyllidou, A. & Pouliopoulos, Th. (2017). Corporate social responsibility. Ed. M. Parikou
-
- Vaxevanidou, M. (2011). Corporate social responsibility. Ed. Jiola
-
- PHILIPKOTLER, NANCYLEE, 'CORPORATE SOCIAL RESPONSIBILITY', CORFU PUBLICATIONS SERVICE PROVIDING-ADVERTISING-REPRESENTATIVES SA
-
- VELENTZAS GIANNIS, BRONI AGRICULTURE 'BUSINESS ETHICS, CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY, BUSINESS ETHICS' 2010

Related scientific journals

- Falck O., Heblich S. (2007), "CSR in the course of time", Corporate Social Responsibility: doing well by doing good. 50 (1), pp. 247-248
- Gail T., Nowak M., (2006), "historical definitions of CSR", Corporate Social Responsibility: A definition, 62 (1), pp 3-14
- Gérard F., (2003), "What is the meaning of the CSR concept, the use of which is very varied? ", Corporate Social Responsibility: Envisioning its Social Implications, 2 (1), pp 1-11
- Social Responsibility Journal
- International Journal of Corporate Social Responsibility
- International Journal of Corporate Strategy and Social Responsibility