

Valid for 2023.HS

| <b>Module Name: Applied Business Ethics</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| Module Code                                                 | w.MA.XX.EABE.20HS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Module Description                                          | Students acquire the ability to justify their management decisions from an ethical perspective. They are enabled to assess the possibilities and limitations of applied ethics in the corporate world. They get to know the most important ethical theories and learn to apply them to different problems, dilemmas, and risks in their everyday working life.                                                                                                                                                                                                                                                                                                                                                                                            |
| Program and Specialization                                  | International Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Legal Framework                                             | Academic Regulations MSc in International Business dated 10.12.2015, Appendix to the Academic Regulations for the degree program in International Business, first adopted on 12.02.2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Module Category                                             | <b>Module Type:</b><br>Compulsory Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| ECTS                                                        | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Organizational Unit                                         | W Abteilung International Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Module Coordinator                                          | Marco Clemente (clec)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Deputy Module Coordinator                                   | Christian Vögtlin (voet)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Prerequisite Knowledge                                      | Foundations of Business Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Contribution to Program Learning Goals (Affected by Module) | § Professional Competence<br>§ Methodological Competence<br>§ Social Competence<br>§ Self-Competence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Contribution to Program Learning Objectives                 | Professional Competence<br>§ Knowing and Understanding Content of Theoretical and Practical Relevance<br>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance<br>§ Evaluate Content of Theoretical and Practical Relevance<br>Methodological Competence<br>§ Problem-Solving & Critical Thinking<br>§ Scientific Methodology<br>§ Work Methods, Techniques, and Procedures<br>§ Information Literacy<br>§ Creativity & Innovation<br>Social Competence<br>§ Written Communication<br>§ Oral Communication<br>§ Teamwork & Conflict Management<br>§ Intercultural Insight & Ability to Change Perspective<br>Self-Competence<br>§ Self-Management & Self-Reflection<br>§ Ethical & Social Responsibility<br>§ Learning & Change |
| Module Learning Objectives                                  | Students...<br>§ cope with their tunnel vision and become aware of the complex consequences of their decisions and the many different stakeholders involved, and they are able to communicate these decisions to others<br>§ distinguish between the key theories of ethics and apply them to corporate decision-making<br>§ make their decisions based not only on economic but also on ethical criteria<br>§ become immune against the temptation to take the path of least resistance and learn not to follow their lower instincts<br>§ lay the foundations for the long-term survival of the organizations they work for, based on their insights<br>§ are aware of the different dimensions of responsible leadership                               |
| Module Content                                              | § Symptoms of corporate misconduct<br>§ Reasons for the need for corporate ethics in the business world<br>§ Understanding ethical corporate responsibility<br>§ Definition and traditional theories of ethics: deontological ethics, utilitarian ethics, and<br>§ Virtue ethics – applications in the business world<br>§ Challenges of modern ethics: Responsibility for future generations (sustainability), integration of non-human life (biocentric ethics), ability to deal with the dark side of human nature ('depth ethics')<br>§ Manifestations of business ethics and responsible leadership<br>§ Dealing with ethical dilemmas                                                                                                               |

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|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------|
| Links to other modules                                                        | -                                                                                                                                                                                                                                             |                                                                                                                   |                              |
| Methods of Instruction                                                        | <div><div>§ Lecture</div><div>§ Interactive Instruction</div><div>§ Application Tasks</div><div>§ Case Studies</div><div>§ Exercises</div><div>§ Problem-Oriented Teaching</div><div>§ Project Work</div><div>§ Literature Review</div></div> | <b>Social Settings Used:</b> <div><div>§ Individual Work</div><div>§ Pair Work</div><div>§ Group Work</div></div> |                              |
| Digital Resources                                                             | <div><div>§ Reader</div><div>§ Teaching Materials</div></div>                                                                                                                                                                                 |                                                                                                                   |                              |
| Type of Instruction                                                           | <b>Classroom Instruction</b>                                                                                                                                                                                                                  | <b>Guided Self-Study</b>                                                                                          | <b>Autonomous Self-Study</b> |
| Lecture                                                                       | 12 h                                                                                                                                                                                                                                          | 13 h                                                                                                              |                              |
| Excercise                                                                     | 7 h                                                                                                                                                                                                                                           | 7 h                                                                                                               |                              |
| Project Work                                                                  | -                                                                                                                                                                                                                                             | 10 h                                                                                                              |                              |
| Seminar                                                                       | 9 h                                                                                                                                                                                                                                           | 2 h                                                                                                               |                              |
| <b>Total</b>                                                                  | <b>28 h</b>                                                                                                                                                                                                                                   | <b>32 h</b>                                                                                                       |                              |
| Performance Assessment                                                        |                                                                                                                                                                                                                                               |                                                                                                                   |                              |
| <b>End-of-module exam</b>                                                     | <b>Form</b>                                                                                                                                                                                                                                   | <b>Length (min.)</b>                                                                                              | <b>Weighting</b>             |
| -                                                                             | -                                                                                                                                                                                                                                             | -                                                                                                                 | -                            |
| <b>Permitted Resources</b>                                                    | -                                                                                                                                                                                                                                             |                                                                                                                   |                              |
|                                                                               |                                                                                                                                                                                                                                               |                                                                                                                   |                              |
| <b>Others</b>                                                                 | <b>Assessment</b>                                                                                                                                                                                                                             | <b>Length (min.)</b>                                                                                              | <b>Weighting</b>             |
| Film presentation                                                             | Grade                                                                                                                                                                                                                                         | -                                                                                                                 | 30,00 %                      |
| Written Assignment                                                            | Grade                                                                                                                                                                                                                                         | -                                                                                                                 | 70,00 %                      |
| Students are not allowed to revise and resubmit performance assessment tasks. |                                                                                                                                                                                                                                               |                                                                                                                   |                              |
| Classroom Attendance Requirement                                              | Mandatory Attendance: 70%                                                                                                                                                                                                                     |                                                                                                                   |                              |
| Language of Instruction/Examination                                           | English                                                                                                                                                                                                                                       |                                                                                                                   |                              |
| Compulsory Reading                                                            | § Schüz, M. (2019). Applied Business Ethics - Foundations for Study and Daily Practice. Singapore/ New Jersey/ London: World Scientific. ISBN 978-981-3279-14-8.                                                                              |                                                                                                                   |                              |
| Recommended Reading                                                           | § Schüz, M. (2012). Sustainable Corporate Responsibility - The Fundament of Successful Business in the New Millenium. Central European Business Review, 1 (2), pp. 7-15.                                                                      |                                                                                                                   |                              |
|                                                                               | § Schüz, M. (2017). Developing Sustainably Responsible Strategies in Business. In: Molthan-Hill, P. (ed.): The Business Students' Guide to Sustainable Management - Principles and Practices, 2nd edition. pp. 532-570. New York: Routledge.  |                                                                                                                   |                              |
|                                                                               | § Schüz, M. (2017). Foundations of Ethical Corporate Responsibility. Winterthur: SML. ISBN 978-3-03870-003-6.                                                                                                                                 |                                                                                                                   |                              |
|                                                                               | § Schüz, M. (2016). Sustainably Responsible Leadership and Innovation. In: Lukes, M. (ed.): Innovation Management, Entrepreneurship and Corporate Sustainability - Proceedings of the 4th International Conference, pp. 634-656. Prague: VSE. |                                                                                                                   |                              |
|                                                                               | § Collins, D. (2012). Business Ethics - How to Design and Manage Ethical Organisations. Hoboken, NJ: Wiley. ISBN 13-9780470639948.                                                                                                            |                                                                                                                   |                              |
|                                                                               | § Crane, A., Matten, D., Glozer, S. & Spence, L. (2019). Business Ethics. 5th edition. Oxford, UK: Oxford University Press. ISBN 978-019-255487-1.                                                                                            |                                                                                                                   |                              |
| Comments                                                                      | -                                                                                                                                                                                                                                             |                                                                                                                   |                              |