

SYLLABUS for Business Ethics

Basic data for the course	
Academic unit:	Faculty of Economics
Title of the course:	Business Ethics
Level:	Bachelor
Status of the course:	Elective
Year of studies:	Second year – fourth semester
Number of hours per week:	2+0
ECTS credits:	4
Time/location:	Faculty of Economics, University of Prishtina “Hasan Prishtina”
Tutor:	Gentrit Berisha
Tutor’s contact details:	gentrit.berisha@uni-pr.edu
Content of the course	<p>This course introduces contemporary and controversial ethical issues facing the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Ethical decision making is discussed thoroughly to improve awareness of ethical issues facing individuals in the business context. Stakeholder analysis is introduced to provide insight in dynamics of relations and ethical issues and dilemmas. Marketing ethics is discussed phenomenologically and critically to get an understanding of the ethical problems that arise in the relationship with the customer in direct seller-buyer relationships and the promotion of products through media.</p> <p>Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society.</p>
Course’s objectives:	Business ethics prepares students with tools to better understand ethical issues in business. Main aims of this course include: identification of stakeholder concerns with business conduct, understanding of levels of social responsibility, identification of individual and organizational factors that affect ethical reasoning, provide tools to improve ethical decision making.
The expected outcomes:	Students taking this course will learn to <ul style="list-style-type: none">• identify the moral questions that business activity specifically creates distinguish between

	ethical and other types of values; <ul style="list-style-type: none"> • recognize ethical considerations and values relevant to business activity; Understand the importance of ethical behavior in business; • apply moral reasoning to specific situations in the business context; • evaluate the ethics of particular business decisions and general practices in business • conduct stakeholder analysis • understand and evaluate codes of ethics • understand cultural and national differences in ethical issues • understand ethical problems in marketing 		
The students' workload (hours per semester, ECTS)			
Activity	Week	Hours	Total
Lectures	15	2	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor	5	1	5
Field research	1	2	2
Colloquiums	2	1	2
Homework	5	1	5
Individual study (at library or at home)	3	13	39
Final preparation for the exam			
Evaluation	1	1	1
Projects, presentation etc.	1	1	1
Total			100
Teaching methods:	The teaching process is organized through lectures, by applying interactive discussion - conversation, team – work practical exercises and homework. Students work in groups to analyze and discuss case studies on business ethics. Students are required to prepare executive reports from Harvard Business Review publications on ethical issues in organizations.		
Assessment methods:	Exam 1 = 45%; Exam 2 = 45%. Seminar presentation= 10% In case a students fails to pass the exam through tests, he/she should undergo a final exam (passing criteria = at least 51%).		
Literature			

Basic literature:	Business Ethics: Ethical Decision Making & Cases; Ferrel, Fraedrich dhe Ferrel, Cenage Learning, 2015
Additional literature:	Ethics in Marketing; 2 nd Edition; Patrick E. Murphy, Gene R. Laczniak dhe Fiona Harris; Routledge; 2016 Business Ethics now; Andrew Ghillyer, The McGraw-Hill, 2012

The detailed plan of work:	
Week	Topic
<i>Week 1</i>	Introduction to business ethics
<i>Week 2</i>	Business Ethics in a changing world
<i>Week 3</i>	Institutionalization of Business Ethics
<i>Week 4</i>	Moral, Ethics and Law
<i>Week 5</i>	Stakeholder analysis
<i>Week 6</i>	First exam
<i>Week 7</i>	Social responsibility
<i>Week 8</i>	Ethical decision making
<i>Week 9</i>	Individual and organizational factors in business ethics
<i>Week 10</i>	Business ethics in an international context
<i>Week 11</i>	Codes of ethics
<i>Week 12</i>	Ethics in marketing
<i>Week 13</i>	Ethical problems in advertising
<i>Week 14</i>	Presentation of seminars
<i>Week 15</i>	Second exam

Academic policies and code of conduct:
The lecturer is committed to fulfil all what is stated in the syllabus, with rigor and the highest standards of ethical behavior, in classroom conditions and contact hours. Students are guaranteed the right to speak and be heard, the right to a different opinion, the right to express dissatisfaction and to require accountability. Students are expected to respect the schedule, keep discipline in the classroom, and respect the code of honour in lectures, exercises, and tests.