



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	
Course Unit Code	MB540	
Type of Unit	Core	
Level of Course Unit	First cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6.0 ECTS	
Course Unit Objectives	The objective of this course is to inject ethical principles and core values into the conduct, decision making and problem solving of current and future managers and leaders participating in the program and to enable them to resolve ethical dilemmas, to create shared business and social value through CSR and to enhance the sustainability of their operations and strategy.	
Learning Outcomes	On completion of the course the students are expected to be able to:	
	CILO 1	Readily identify ethical dilemmas faced by managers in organizations and businesses
	CILO 2	Analyze ethical dilemmas based on ethical principles
	CILO 3	Propose morally defensible solutions to ethical dilemmas
	CILO 4	Evaluate the “morality” of others’ decisions based on alternative moral theories
	CILO 5	Identify their organization’s core values and construct and implement a Code of Ethics/Conduct for the organization
	CILO 6	Design and implement strategic CSR programs and projects as integral parts of the strategy and core operations of the organization creating shared social and business value
	CILO 7	Assess the sustainability of business strategy and operations and propose remedial measures
	CILO 8	Assess the effects of business strategy and operations on economic, social, and environmental sustainability and propose remedial measures
Name of Lecturer(s)	Dr. Theodore Panayotou	
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. Introduction and overview	
	2. The case for and against ethics in business – on-line	
	2. Recognizing ethical dilemmas in business and gov’t -Practice	CILO 1
	4. Ethical theories and principles for analyzing ethical dilemmas	CILO 2
	5. Analyzing and resolving ethical dilemmas in 10 steps- Practice	CILO 3
	6. Evaluation of the morality of management decisions -Practice	CILO 4
	7. Core values and Codes of conduct/ethics as mgt. tools-Practice	CILO 5
	8. Strategic vs. Responsive CSR in creating shared value	CILO 6
	9. Designing and implementing SCR programs & projects-Practice	CILO 6
	10. Assessing the sustainability of business strategy and operations-Practice	CILO 7
	11. Assessing the effects of business on economic, social and environmental sustainability	CILO 8
Recommended or required reading	<p>Textbook: Snoeyenbos, M. R. & Humber, I.A. Eds (2001). <i>Business Ethics</i> (3rd ed.), NY: Prometheus books. Velasquez, M. G. (2002). <i>Business Ethics: Concepts and Issues</i> (5th ed.). NJ: Prentice Hall.</p> <p><u>Further reading:</u> Almeder R. (1998). Morality and Market Place. In J.E. White (Ed) Contemporary moral problems (pp. 197-205). NY: West. Amarya, S.(1996). Does Business Ethics Make Economic Sense? <i>Business Ethics</i></p>	

	<p><i>Quarterly</i> 3.1. Arrow, K. (1973). <i>Social Responsibility and Economics Efficiency</i>. Public Policy. Freeman, R. E. (2000) A Stakeholder Theory of the Modern Corporation. In Snogenbos, W. S. et al & Smith, N. <i>Corporate Responsibility Audit: Doing Well and Doing Good</i>. Sloan Management Review. (print) Friedman, M. (1997, September 13). The Social Responsibility of Business is to Increase Profits. <i>The New York Times Magazine</i>, p.32-33. Stone, C. (1993). Why the Law Can't Do It. In Beauchamp, L.T. & Bowie, N. (Eds) Ethical theory and business (3rd ed., pp. 162-166) NJ: Prentice Hall.</p> <p><u>PBS Video:</u> Bigger than Enron</p> <p><u>Cases:</u> Procter & Gamble Co. Aluminium Co of America Nestle Hooker Chemical Company NYEC The Wall Street effect The McDonald's Polysterene Case Philip Morris The Markin Mining Company Texaco</p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises; team work; peer-evaluation; presentations, role-play (ethical dilemma simulation); video case studies.
Assessment methods and criteria	20% Class participation (including written class quiz) 80% Final exam
Language of Instruction	English
Work Placement(s)	Not applicable