



**THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT**  
**COURSE UNIT DESCRIPTION**

<b>Course Unit Title</b>	<b>Ethics, CSR &amp; Sustainability</b>	
Course Unit Code	HR 495	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First / Second year	
Semester	On Demand	
<b>Number of ECTS Credits</b>	3.0 ECTS	
<b>Course Unit Objectives</b>	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.	
<b>Learning Outcomes</b>	The students completing the course should be able to:	
	CILO 1	Readily identify ethical dilemmas faced by managers in organizations and businesses
	CILO 2	Analyze and resolve ethical dilemmas based on ethical principles
	CILO 3	Identify their organization's core values and construct and implement a Code of Ethics/Conduct for the organization
	CILO 4	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 5	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. Recognizing ethical dilemmas in business and gov't -Practice	(CILO 1)
	3. Ethical theories and principles for analyzing ethical dilemmas	(CILO 2)
	4. Analyzing and resolving ethical dilemmas in 10 steps- Practice	(CILO 2)
	5. Core values and Codes of conduct/ethics as mgt. tools-Practice	(CILO 3)
	6. Strategic vs. Responsive CSR in creating shared value	(CILO 4)
	7. Designing and implementing SCR programs & projects-Practice	(CILO 4)
	8. Assessing the effects of business on economic, social and environmental sustainability	(CILO 5)
Recommended or required reading	<p>Friedman M "The Social Responsibility of Business is to Increase Profits"</p> <p>Randy Cohen "The Good, the Bad &amp; the Difference: How to Tell the Right From Wrong in Everyday Situations" Broadway (March 25, 2003) -Selected Dilemmas provided by the Instructor</p> <p>Banaji M R et al "How (Un)Ethical Are you?" HBR, December</p> <p>Audio: Radiolab Moral Dilemma</p> <p>Video: "The Ethics Guy" on ABC News</p>	

	<p>Trevino L K and K A Nelson “Managing Business Ethics”, chapters 4 &amp; 8</p> <p>Video &amp; Audio: “Bigger than Enron” PBS</p> <p>Wood G and M Rimmer “Codes of Ethics: What Are They Really and What Should They Be?” International Journal of Value-Based Management, Volume 16, Number 2, May 2003 , pp. 181-195(15), Springer</p> <p>Video: Johnson &amp; Johnson: The Credo Audio: Core Values from J.Collins and Porras Built to Last (Chapter 6)</p> <p>Porter M “Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility” Harvard Business Review, December 1, 2006</p> <p>Sheila Bonini, Timothy M. Koller, and Philip H. Mirvis Valuing social responsibility programs. Do they create financial value? Corporate Finance Practice, July 2009</p> <p>Video: “ Corporate Social Responsibility: from principles to profit” BBC</p> <p>The Business of Sustainability: What It Means to Managers Now, By Maurice Berns, Andrew Townend, Zayna Khayat , Balu Balago pal, Martin Reeves, MIT Sloan Management Review Fall 2009, <a href="http://www.monitorpro.si/media/objave/dokumenti/2010/4/20/sas_the_business_of_sustainability.pdf">http://www.monitorpro.si/media/objave/dokumenti/2010/4/20/sas_the_business_of_sustainability.pdf</a></p> <p>Michael S. Hopkins and Nina Kruschwitz The business of sustainability: McKinsey Global Survey results, 2011, <a href="http://www.mckinsey.com/insights/energy_resources_materials/the_business_of_sustainability_mckinsey-global_survey_results">http://www.mckinsey.com/insights/energy_resources_materials/the_business_of_sustainability_mckinsey-global_survey_results</a></p> <p>Cases : 15 small cases</p>
Planned learning activities and teaching methods	Lectures, case method, class discussion, syndicate group work, class presentations, role-play, ethical dilemma simulation.
Assessment methods and criteria	Class participation (including written class quiz) : 20% In-class examination : 80%
Language of Instruction	English
Work Placement(s)	Not applicable