

## 1 Module content

Course	MA in InterCultural Management (ICM) - 1 <sup>st</sup> year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Introduction to Business Ethics & CSR
Lecturer	Samuel MERCIER, Professor of Management
Objectives	<p>This introduction examines the principles and practice of business ethics and CSR (Corporate Social Responsibility). Its purpose is to enable you to reason about the role of ethics in business administration in a complex, dynamic, global environment.</p> <p>Specific courses objectives include:</p> <ul style="list-style-type: none"> <li>- to be able to understand the field of CSR and the managerial responsibilities of Directors to stakeholders as they are manifested in the day to day issues,</li> <li>- to be able to recognize ethical issues in business,</li> <li>- to be able to apply several important frameworks for moral reasoning to complex business issues,</li> <li>- to appreciate the role of ethics as central in business decision-making,</li> <li>- to develop a general management perspective that includes an ability to formulate, analyse and defend decisions in ethical terms,</li> <li>- to critically examine your own ethics and test them in conversation with your peers.</li> </ul> <p>Ethics is an ongoing conversation about human interrelationships. It concerns how our actions affect each other, and it is about the choices that we make for ourselves and for others.</p> <p>A central integrating idea of this class is recognizing that social expectations about business go beyond wealth creation and profit maximization.</p>
Number of hours	3
Semester	First
Number of students	15 (+ the students of IMBS)

## 2 Evaluation

Evaluation methods	No evaluation
Weighting	
Examination types	

## 3 Teaching methods

Pedagogy	Lectures and interactive courses
Teaching activities	Lectures, small videos (movies, TV shows), case studies, ...

## 4 Program

1. Why Business Ethics & CSR are trendy?
2. Definitions of the key concepts
3. Ethics & culture
4. Managing Ethics & CSR

## 5 References

(see also some interesting links on my website:  
<http://perso.orange.fr/samuel.mercier/EthiqueRSE.html>)

### I - Books

- CRANE A., MATTEN D., *Business Ethics*, 3<sup>rd</sup> edition, Oxford University Press, 2010.
- HARTMAN L. P., DESJARDINS J., *Business Ethics*, 2<sup>nd</sup> edition, Mc Graw Hill International Edition, 2011.
- VELASQUEZ M. G., *Business Ethics - Concepts and Cases*, 7th edition, Pearson International Edition, 2012.

## Course Syllabus: MA in InterCultural Management (ICM)

- CARROLL A. B., BUCHHOLTZ A. K., *Business & Society. Ethics and Stakeholder Management*, 5<sup>th</sup> edition, Thomson South Western, Mason, 2003.
- FREEMAN, R. E. (1984), *Strategic management: A stakeholder approach*. Pitman. Boston.

(in French)

- MERCIER Samuel, *L'éthique dans les entreprises*, Repères, n° 263, Editions La Découverte, 3<sup>e</sup> édition, Paris, septembre, 2014.

### II - Reviews

- *Journal of Business Ethics, Business Ethics Quarterly, Journal of Corporate Citizenship, Business and Society Ethics*. (Academic reviews)
- See also some interesting articles in Mainstream Academic Journals: *Academy of Management Review, Academy of Management Journal, Journal of Management, Administrative Science Quarterly, Strategic Management Journal...*