



## Course Specification

Date: 07.12.2017

**Module code:**

MIM 206

**Modul name:**

Business Ethics, Sustainability and Corporate Social Responsibility (CSR)

**Contact hours:**

4 lecture hours per week

**Credits:**

5 CP

**Gewichtung der Note in der Gesamtnote:**

5 CP / 120 CP

**Module coordinator:**

Prof. Dr. Martin Wenke

**Course of study:**

MIM

**Intended semester:**

2nd semester

**Module frequency:**

Each Summer semester

**Duration:**

1 Semester

**Type of module:**

Optional compulsory module

**Form of assessment:**

Class presentation and seminar paper

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**Prerequisites:**

Betriebswirtschaftliche Fachkompetenzen, grundlegende Sozialkompetenzen auf den Gebieten Teamorientierung und Selbstmanagement, grundlegende Methodenkompetenzen so z.B. wissenschaftliches Arbeiten und Umgang mit Präsentationen; Fähigkeit und Bereitschaft zur wissenschaftlichen Grundlagenreflexion inklusive eines erkenntniskritischen Denkens

**Applicability of this module to other study programmes:**

This module could be utilized in many other Master study programmes of the university, especially at the Mönchengladbach campus in the Textile and Clothing department and the Nutrition and Hospitality Services department. Additionally this module is eligible as the English variant of the respective module of the German speaking programme MBM.

**Objectives; competencies to be gained:**

The students acquire the relevant business ethics related knowledge to be able to evaluate the consequences of their own actions based on their individual values for themselves, the company they are working, the direct and indirect business environment and the society as a whole. Furthermore, they know how to apply supporting instruments as „compasses“ to question and redirect their values and to develop their own and companies action in the direction of more sustainability and social responsibility.



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ity. Finally they know how to guide and to convince staff, co-workers and external business partners by utilizing tools for sustainable and responsible management.

### Module content:

Fundamentals of Business Ethics, practical syllogism, „moral point of view“, empirical conditions, responsible management, sustainable development, sustainable strategies and policies of societies (SDGs), single management tools, corporate responsible management and CSR, risk management and the business case discussion, selected CSR elements in detail.

### Total workload:

60 h seminar / 30 h preparation / 60 h consolidation

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### Lecturer:

Prof. Dr. Martin Wenke

### Teaching method:

Seminar

### Language of instruction:

English

### Topics:

- 1 Business ethics and corporate ethics
  - 1.1 Opposite views: fortunately there is corporate ethics!
  - 1.2 The „moral point of view“ and the moral power of judgement
  - 1.3 Empirical conditions: companies and coordination schemes in competitive markets
  - 1.4 Corporate ethics and corporate responsibility
  - 1.5 Ethics management
  - 1.6 Ethics audits
- 2 Concept of Sustainable Development (SD)
  - 2.1 Historical backgrounds and the current status of ecological, economic and social systems
  - 2.2 Triple Ps, social management rules and fundamental strategies towards sustainability
  - 2.3 Frameworks for selected aspects of business related SD - examples
- 3 Management of corporate responsibility
  - 3.1 CSR in practice: overview
  - 3.2 Applied CSR management
  - 3.3 CSR and risk management
  - 3.3 CSR and the business case discussion
- 4 Elements to implement corporate responsible management
  - 4.1 Management: Mission and corporate responsibility
  - 4.2 CSR, responsibility of management and employees
  - 4.3 CSR management in in the supply chain
  - 4.4 CSR and stakeholder communication
5. Case studies

### Teaching/ Reading material:

BARNETT, M. L; SALOMON, R. M. (2012): Does It Pay to Be Really Good? Addressing the Shape of the Relationship between Social and Financial Performance. In: Strategic Management Journal, 33, S. 1304-1320.

BELZ, F.-M.; PEATTIE (2009): Sustainability Marketing. A Global Perspective. New Jersey u.a.

CARROLL, A. B. (1993): Business and Society, 2. Aufl., Cincinnati



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CARROLL, A. B., SHABANA, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. In: International Journal of Management Reviews, 12, S. 85-105.

CRANE, A., MATTEN, D. (2015). Business Ethics. Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford University Press.

HOPKINS, M. (ed.) (2016): CSR and Sustainability. From the Margin to the Mainstream: A Textbook. Greenleaf.

LOCKE, R.; AMENGUAL, M.; MANGLA, A. (2009): Virtue or Necessity? Compliance, Commitment and the Improvement of Labor Conditions in Global Supply Chains. In: MIT Sloan Working Paper.

MALIK, M. (2015): Value-Enhancing Capabilities of CSR. A Brief Review of Contemporary Literature. In: Journal of Business Ethics, 127, S. 419-438.

PORTER, M. E.; KRAMER, M. (2011): Creating Shared Value – How to reinvent Capitalism and unleash a wave of innovation and growth. In: Harvard Business Review, 89.

SHAW, W. H. (2016): Business Ethics: A Textbook with Cases. Cengage

### **Misc.:**

Selected topics are discussed based on practical case studies, which are connected to the other topics/modules of the study programme (International Management, Organization in a Global Society, International Procurement, etc.).

Additionally this module will be integrated in forthcoming international Student ERASMUS+ workshops, as they already took place 2013-2015: EU ERASMUS IP "Combining Ethics, Environment and Profitability" with partner universities from Finland, Hungary, Poland and France.

Finally the module will be closely connected to the university competence center EthNa (Ethics and Sustainability), which is dealing with applied research regarding the practical implementation of sustainability /CSR strategies and tools.