

2.19 Module 19: Business Ethics

Module no. or code	19	
Module name	Business Ethics	
The module's classes	Business Ethics: Value-Oriented Argumentation (2 SWS) Business Ethics: Corporate Responsibility (2 SWS)	
Module content	<ul style="list-style-type: none"> • Ethics, values, morals & standards: functions and impact in companies & organisations • Worldview analysis: philosophic principles of specific moral concepts • Multirational management: professional handling of contradictions and dilemmas within companies & organisations • Value orientation as normative ethics: utilization of values and argumentation with values in corporate management • Trust as core element of efficient markets • The concept of responsibility & sustainability • Corporate social responsibility • Foundations & concept of the social market economy (<i>Soziale Marktwirtschaft</i>) • Sustainable development goals and corporate sustainability 	
Module's learning outcomes	Level	The students ...
	Reproduction	<ul style="list-style-type: none"> • are able to describe basic terms and contents of commonly known norms and sustainable development goals • know how to describe responsibility and trust • are able to explain the concept of worldview analysis and examples of generic worldviews • are able to explain the dual character of values and their normative core functions • know the structure of an effective, value-oriented argumentation • know the foundations of the social market economy
	Knowledge and Comprehension	<ul style="list-style-type: none"> • understand the difference between values, morals, standards and ethics as well as their influence on acting as an entrepreneur (necessity of normative ethics for corporate management) • recognise the importance of trust for functioning markets • understand the process and importance of corporate responsibility at the micro-/meso-/macro- and supra-level • are able to make a distinction between monism, pluralism and relativism of values and to foresee the real-world consequences for each ethical standard • discover profit as a partial responsibility and as one of many ethical standards (enhancement of decision making competency)

		<ul style="list-style-type: none"> recognise ethical dilemmas and inconsistent targets as a consequence of multiple rationalities in organisations & their environment (tolerance of ambiguity) develop understanding for different value systems and their genesis as well as for the necessity of tolerance/respect towards different value systems (understanding of diversity and acceptance of value pluralism) 		
	Problem Solving	<ul style="list-style-type: none"> are able to analyse and evaluate the scale of responsibility and trustworthiness in real-world cases are able to describe their own and others' worldviews and name values from it exemplarily (reflective competency) as well as use the values on concrete dilemmas by reasonable action recommendations (practical wisdom and expertise) are able to develop and discuss a goal-oriented value argumentation for stakeholder groups based on a specific set of values and norms (discourse and conviction competence) develop their own position and self-awareness in relation to important values and generally recognised norms (orientation competence) 		
Semester	3 and 4 The course can be offered in semester 3 and 4 and has to be taken only once.			
Duration of Module	1 Semester			
Frequency	Every Semester			
ECTS-Credits	6			
Workload	Workload (Total)	Attendance time	Self-study	exam preparation
	180 h	45 h	90 h	45 h
Type of module	Mandatory			
Applicability of Module	Connected with Module 13 Intercultural Management Equivalent to TWIN Programme BWB course <i>Unternehmensethik</i> in Module 23 <i>Unternehmensführung/Unternehmensethik</i>			
Conditions for participation	none			

Responsible for module	Prof. Dr. Harald Bolsinger
Lecturer	Prof. Dr. Harald Bolsinger/Dr. Rainer Wehner
Language of instruction	English and/or German
Type of examination	Value-oriented argumentation: other examined assignment (soP): (Portfolio F) Corporate Responsibility: other examined assignment (soP): Report (A), Presentation (B) Both parts have a share of 50% of the final grade Decision and Announcement at the beginning of the semester.
Weight	3,8%
Teaching and learning formats of the module	Value-oriented argumentation: Blended Learning. Seminar Corporate Responsibility: Tuition in Seminars Blended Learning: up to 50% of the course obligatory in the E-Learning-System. Course attendance in seminars.
Particularities	TWIN, Blended Learning Concept
Literature	<ul style="list-style-type: none"> • Blended Learning course: FHWSE-Learning. • Althammer, Jörg (Hrsg.): "Fallstudien zur Unternehmensethik: Gao Feng - Menschenrechtsverletzungen und strategische Unternehmenspolitik", Virtuelle Hochschule Bayern, neueste Ausgabe. http://www.vhb.org • Aßländer, Michael S.: „Grundlagen der Wirtschafts- und Unternehmensethik“, Metropolis-Verlag, Marburg, aktuelle Auflage. http://permalink.bibkatalog.de/BV036705470 • Schedler, Kuno; Rüegg-Stürm, Johannes (Hrsg.): „Multirationales Management - Der erfolgreiche Umgang mit widersprüchlichen Anforderungen an die Organisation“, Haupt Verlag, Bern, neueste Auflage. http://permalink.bibkatalog.de/BV041448347 • Zalta, Edward N. (Hrsg): "The Stanford Encyclopedia of Philosophy", The Metaphysics Research Lab, Stanford University, Stanford, neueste Ausgabe. http://dbis.uni-regensburg.de/detail.php?titel_id=1937&bib_id=fhbws • Sire, James W.: "Naming the Elephant: Worldview as a Concept", IVP Academic, Downers Grove, neueste Auflage. http://permalink.bibkatalog.de/BV043564175 • United Nations "United Nations Sustainable Development Goals". http://www.un.org/sustainabledevelopment/ • Ostry, H. et.al. "Social Market Economy Explained in a Simple Way". http://www.kas.de/jordanien/en/publications/13321/ • Welzel, C et.al. "The World Values Survey". http://www.worldvaluessurvey.org/wvs.jsp • Hartman, L/ Joe D.: "<i>Business Ethics: Decision-Making for Personal Integrity & Social Responsibility</i>". Current ed. • FHWS - Papers, Cases, Slides