COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Organizational social responsibility (OSR) and ethics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assoc. prof. dr. Jurgita Butkevičienė **Other(s):**	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom and on-line	Autumn semester	English

Requirements for students	
Prerequisites:	

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): program competencies to be developed

The course aims to develop students' capabilities to analyze and assess organizational and individual behaviour from an ethical perspective, as well as make value-based decisions and contribute to the Sustainable Development Goals (Agenda 2030). The course is also targeted at developing general competencies such as:
- Ability to generate ideas and propose creative and innovative solutions to problems, arguing them with the principles of public good and social benefit;
- Ability to cooperate and work in teams;
- Ability to plan and organize one's learning and accomplish tasks.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
The student will be able to work in a team, generate ideas and propose creative solutions to organizational issues, considering the economic, social and environmental impact of global business. The student will know and understand ethical theories and be able to apply them in the analysis and evaluation of practices of multinational organizations.	Problem-based teaching, discussion, debates, film analysis and discussion, information and literature analysis, problem-solving, case studies, preparation of an analytical applied written group work and presentation of its results.	Participation in seminars (accomplishment of tasks), group work and presentation of its results, written reflection and peer feedback giving, and examination.
The student will be able to identify, analyze and evaluate ethical aspects of marketing.		
The student will be able to work in team, generate ideas and propose creative solutions to organizational issues, considering economic, social and environmental impact of global business.		

The student will be able to evaluate their behavior from the perspective of ethical values and Sustainable Development Goals and follow them in their activities.		

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignment
1.Introduction to the CSR and ethics course. Key concepts. Typology of ethics. Relationships between ethics, law, psychology, etiquette, philosophy and other disciplines. Ethical principles of international business. OSR drivers and development in practice: from risk managment to shared value creation. Social entrepreneurship as a form of responsible business. Models of social entrepreneurship. *Seminar*: Types of ethical problems. Classic ethical dilemmas (e.g. trolley problem) and solutions of their contemporary forms (e.g. programming self-driving cars).	2		2					**4**	**4**	Literature analysis, discussions, situation analysis Reading: Crane, Matten, 2016, p. 3-43
2. Development of business ethics from a historical (European) perspective; Contemporary influences on ethics; Ethical decision-making process and influences. *Seminar*: problems and their prevention. Analysis of Academic ethics code of Vilnius University.	4		2					**6**	**6**	Literature analysis, discussions Readings: McLeod, 2017; article: https://bit.ly/3GRGIqF VU Academic ethics code;
3. Moral competence as a preventive means to ethical problems. Ethical theories and ethical decision making in organizations. *Seminar*: Applying ethical theories to problem solving. The case of Milgram eperiment.	2		2					**4**	**8**	Literature analysis, situation analysis, problem solving Reading: Crane, Matten, 2016, p. 85-134
4. Moral neutralization of ethical and/or legal transgressions. *Seminar*: Forms of moral neutralisation, corporate transgressions and their prevention means.	2		2					**4**	**2**	Information analysis, discussions, case analysis Reading: Bandura et al., 2002
Midterm presentation of the project and support session			2					**2**	**16**	Mid-term project presentation: short presentation of selected social enterprise, interview questionnaire
5. Management system of organizational responsibility. Organizational integrity. Characteristics of ethical organizational	2							**4**	**6**	Literature analysis, discussions, case study

									Reading
culture and their relationship with organizational innovativeness. Leadership and organizational culture as factors of (un)ethical organizational behaviour. Wells Fargo case.									Reading: Premachandra, Filabi, 2018
Midterm exam	2								
6. Measuring organizations social impact	2						2	6	Literature analysis Reading: Maas, Liket, 2011.
7. Ethical issues in human resource management (HRM). Standards of an ethical workplace. Challenges of Industry 4.0 and opportunities of Industry 5.0 to HRM. *Seminar*: implicit discrimination forms and diversity management in organizations.	4	2					6	4	Literature analysis, case analysis Reading: Lamsa et al., 2012
8. Ethical issues in marketing. Ethical consumption as a driver of organizational responsibility. Artificial intelligence and ethical aspects of its application to marketing. *Seminar*: Video "How brands are influencing our decisions" and discussion	4						4	4	Film discussion, presentations, situation analysis Reading: Crane, Matten, 2016, p. 338-386
9. Principles of international business ethics. CSR factors and development in practice: from risk management to the creation of total value. *Seminar*: stakeholder dialogue management and cooperation in the context of international business. Botnia case.	4	2					6	8	Literature analysis, case analysis, discussion Reading: Heikkinen et al., 2013
10. Suppliers, Competitors, and business ethics (ethical issues of suppliers and competitors, challenges of global business)	4	2					6	6	Information analysis, debates Reading: Reading: Crane, Matten, 2016,
12. Preparation for the examination								10	Individual learning, reflection of the study material
Total	**32**	**16**					**48**	**82**	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Participation in the seminars	20	During the semester	Preparation and accomplishment of tasks for the seminar. Every seminar is assessed by 1 point. The final grade will be calculated at the end of the semester, considering the maximal number of the seminars in which a point could be gained and the student's factual active participation in the seminars and tasks completed, e.g. questions answered based on readings.
Reflection	10	7-8th week of the semester	Groups of 2-3 students. Watch a documentary together, discuss what is the main idea of the documentary, what kind of message it sends to our society, relate given information to ethical theories with solid reasoning why would you relate certain action to specific theory. After identifying write it down and submit. A short reflection (2 pages/3000-3500 words). Evaluation criteria: • following the instructions – 15% • Reasoning – 30 % • Correctly identified ethical theories (at least 3

			examples) which are provided with examples from the documentary. – 40% • Appearance of submitted task – 15% (text alignment, spacing, font size, structure of paragraphs etc.) Submit in word text doc., name of your submitted doc. as: couse_names/surnames_Reflection **Submit in emokymai system by Dec 1. All later submissions are not going to be evaluated.**
Analytical applied work in groups (solution of a business problem) and presentation of its results	30	14th week of the semester	At the beginning of the semester students will have to pick one enterprise which is engaged in socially responsible activities. from their home country and to organize an interview with the founder/manager. The aim of the interview is to identify and solve a definite problem, e.g. analyze communication channels and propose improvements to their contents and/or form, identify and analyze possible partners for business development and social impact making etc. The scope of work up to 8 pages without the title page, in 12pt Times New Roman font and 1,5 line spacing. The students should argue the choice of the problem, analyze potential solutions in other businesses or societies, propose one solution and elaborate on its realization, arguing the choice of means/instruments etc. The following aspects will be evaluated: <u>analysis of the identified problem and proposed solution (80% of the overall grade)</u>: analysis is concise and cohesive, based on information sources and research papers, clear and logical, related to the definite business, considering the context of its activities; the proposal addresses and combines both ethical and economic aspects. <u>Presentation (20% of the overall grade)</u>: the presentation is well-argued and clearly communicates the findings of the work and proposal to the business; the presenters maintain contact with the audience, question and time management – 10 min., clarity of speech.
Examination	40	During the session	The examination will consist of open and closed questions of diverse complexity, ranging from understanding to analytical evaluation. Questions are evaluated by 0,5 point,. The examination will be taken on Moodle (VMA) platform.
The assessment strategy for an external exam	**Weight, %**	**Deadline**	**Assessment criteria**
Case study analysis	30		The analysis (up to 4-5 p.) must meet following requirements: • Identification of the stakeholders and their position within the case (e.g.: decision makers, people responsible for certain actions, whistleblowers etc.). • Identification and analysis of the main problem and outcomes within the case by employing ethical theories logically related to the case. • Analysis of the solution (if given in the case if not given then proposal of a solution) and reasoning. The following aspects will be evaluated: • analysis is concise and cohesive, based on information sources and research papers, clear and logical (50% of the grade). • analysis meets the requirements; statements are well-argued and supported by ethical theories (50% of the grade).

Reflection on a paper	20			Extensive reflection on a given paper (1,5 - 2 p.) by identifying the main takeout related to ethical and CSR context from the paper and giving your own well-argued, critical opinion (e.g. how the situation has changed over two years or it hasn't and why is it so? What are the reasons for developed problem?) <u>Open-source publication:</u> Hongwei He, Lloyd Harris (2020) *The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy*, Journal of Business Research, https://doi.org/10.1016/j.jbusres.2020.05.030. The following aspects will be evaluated: • provided takeout is relevant, related to ethics and CSR, the reason of selection is well-argued (50% of the grade). • provided insight is well structured, cohesive, supported with argumentation based on knowledge of ethics and CSR (50% of the grade).
Examination	50			The examination will consist of open and closed questions of diverse complexity, ranging from understanding to analytical evaluation. Questions are evaluated by 0,5 point. The examination will be taken on Moodle (VMA) platform.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
	2021	Edward Snowden: traitor or hero (case study)		https://ethicsunwrapped. utexas.edu/case-study/edward-snowden-traitor-hero
Bandura, A., Caprara, G.V., Zsolnai, L.	2002	Corporate Transgressions.	In Zsolnai, L. (ed.) Ethics in the Economy. Oxford, p. 151-164	Bern: Peter Lang
Crane, Matten	**2016**	**Business ethics: Managing corporate citizenship and sustainability in the age of globalization**	**4th ed.**	**Oxford University Press**
Heikkinen, A., Kujala, J., Lehtimäki, H.	2013	Managing stakeholder dialogue: The case of Botnia in Uruguay	South Asian Journal for Business and Management Cases, 2(1): 25–37.	
Lamsa, A.-M., Jyrkinen, M., Heikkinen, S.	2010	Women in managerial careers. "Why is she getting annoyed with minor issues?" The Nina Case	In Pučėtaitė, R. (sud.) Cases in Organizational Ethics, p. 17-22	Vilnius: VUKHF
Maas, K., Liket. K.	2011	Social Impact Measurement: Classification of Methods	In Environmental management accounting and supply chain management, p. 171-	

				202	
Premachandra, B., Filabi, A.	2018	Under pressure: Wells Fargo, misconduct, leadership and culture			https://www.ethicalsystems.org/wp-content/uploads/2013/07/files_WellsFargoCaseStudy_EthSystems_May2018FINAL.pdf
Supplementary reading					
Enderle, G.	2015	Exploring and Conceptualizing International Business Ethics	Journal of Business Ethics, 127 (4): 723-735		
O'Sullivan, P., Ngau, O.	2014	Whistleblowing: a critical philosophical analysis of the component moral decisions of the act and some new perspectives on its moral significance.	Business Ethics: A European Review, 23 (4): 401–415		
Pučėtaitė, R., Novelskaitė, A., Pušinaitė-Gelgotė, R., Rusteikienė, A., Butkevičienė, E.	2019	Understanding the Role of Social Enterprises in Attaining the Sustainable Development Goals through the Human Capability Approach. The Case of Lithuania.	In Implementing the sustainable development goals: what role for social and solidarity economy? UN Inter-Agency Task Force on Social and Solidarity Economy, p. 1-16.	https://knowledgehub.unsse.org/publication_author/raminta-pucetaite/	
Shaw, W.H. and Barry, V.	2010	Moral Issues in Business	11th ed.	Belmont: Wadsworth Cengage Learning	