

## COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits
VAD4019	C	4

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Bachelour studies
Semester the course is delivered	5
Study form (face-to-face or distant)	Face-to-face

### Course title in Lithuanian

**Verslo etika ir socialinė atsakomybė**

### Course title in English

**Business ethics and social responsibility**

### Short course annotation in Lithuanian (up to 500 symbols)

Šiuo dalyku siekiama, jog studentai suprastų bei gebėtų taikyti verslo etikos bei įmonių socialinės atsakomybės principus. Kurso metu studentai gilinasi į verslo ir visuomenės interesų sąsajas, verslo etikos bei įmonių socialinės atsakomybės principus jų evoliuciją, priežastis bei pasekmes nacionalinėje bei globalioje aplinkoje. Konceptualūs modeliai bei analizės priemonės naudojami verslo etikos, socialinės atsakomybės elementų bei verslo įmonių, vyriausybinių ir nevyriausybinių organizacijų sąsajų modelių suvokimui. Studijų dalykas apima paskaitas, atvejų analizę ir diskusiją, grupinį projektą

### Short course annotation in English (up to 500 symbols)

This course is aimed for students to understand and be able to apply business ethics and principles of corporate social responsibility. During the course the students learn the links between business ethics and corporate social responsibility, the principles and their evolution, causes and consequences of business ethics and corporate social responsibility in the national and global environment. Conceptual frameworks and tools are provided to understand and assess components of corporate social responsibility and different models of interaction between corporations, governments, and non-governmental organizations. It combines lectures, case studies, class discussions and group assignments.

### Prerequisites for entering the course

Essentials of management

### Course aim

To teach students to understand the content, decisions, consequences and them influencing factors of business ethics and corporate social responsibility in national and international context and apply the principles of good practice in business business ethics and corporate social responsibility.

### Links between study program outcomes, course outcomes, criteria of learning achievement evaluation, study methods, and learning evaluation methods

Study program outcomes	Course outcomes	Criteria of learning achievement evaluation	Study methods	Evaluation methods
4. Ability to collect, analyze and systematize data relevant to solve economic, financial, social, ethical problems of European organizations and countries, and provide recommendations for solutions	1. Explain the links between business and public interest, their determinants and trends;	The student explains at least half of links between business and public interest, their determinants and trends;	Presentation of information (explanation, illustration) using visual aids; case-based lecture; formulation and explanation of problem-oriented examples, issues and practical tasks; moderation of discussion; consultation.	Written assessment (colloquium and examination)
	2. Interpret the principles of business ethics and their formation in different specific organizational context;	The student interpret correctly at least half of principles of business ethics and their formation in different specific organizational context;		
	3. Analyze ethical business practices and means in Lithuanian companies and global context;	The student analyses correctly at least half of ethical business practices and means in Lithuanian companies and global context;		
	4. Apply the principles of business ethics and means for solving	The student applies correctly at least half of business ethics and means for solving of specific ethical problems and		

	of specific ethical problems and their prevention;	their prevention;		
	5. Differentiate moral and financial benefits and consequences of corporate social responsibility;	The student differentiates at least half of moral and financial benefits and consequences of corporate social responsibility;		
	6. Select the appropriate activities and means of corporate social responsibility in accordance with the company's strategy;	The student selects at least half of appropriate activities and means of corporate social responsibility in accordance with the company's strategy;		
	7. Analyze practices and means of socially responsible business in Lithuanian companies and global context.	The student analyzes correctly at least half of practices and means of socially responsible business in Lithuanian companies and global context.	Analysis of written and video cases; analysis of problem-oriented examples and issues; preparation of practical tasks; discussion; consulting; group consideration on seminar tasks; group work during the preparation of group oral presentation; oral self reflection.	Assessment of independent group work and its oral presentation .

#### Links between course outcomes and content

Course outcomes	Content (topics)
8. Explain the links between business and public interest, their determinants and trends;	1. Business and society: interest groups and their interests.
9. Interpret the principles of business ethics and their formation in different specific organizational context;	2. Business ethics concept and evolution. 3. Formation of business ethics: values, beliefs, attitudes. 4. Ethical principles of manager and entrepreneur.
10. Analyze ethical business practices and means in Lithuanian companies and global context;	5. Business ethics problems and their analysis.
11. Apply the principles of business ethics and means for solving of specific ethical problems and their prevention;	6. Ethical code, other means of business ethics and their communication. Code of Ethics for Professional Economists. 7. Business ethics and etiquette.
12. Differentiate moral and financial benefits	8. Corporate social responsibility concept, content, the

and consequences of corporate social responsibility;	reasons of formation, benefits and consequences. 9. Interest groups of corporate social responsibility, civil society's role.
13. Select the appropriate activities and means of corporate social responsibility in accordance with the company's strategy.	10. Corporate social responsibility and corporate strategy. 11. Responsible business planning and value creation through new business models. 12. Communication of corporate social responsibility.
14. Analyze practices and means of socially responsible business in Lithuanian companies and global context.	13. Corporate social responsibility's reporting. 14. Corporate social responsibility's trends and challenges.

**Distribution of workload for students (contact and independent work hours)**

<b>Lectures</b>	45 hours
<b>Individual students work</b>	75 hours
<b>Total:</b>	120 hours

**Structure of cumulative score and value of its constituent parts**

Colloquium – 25%.  
Independent group work (case studies) – 25 %.  
Examination – 50 %.

**Recommended reference materials**

No .	Publica tion year	Authors of publication and title	Publishing house	Number of copies in
				University library
Basic materials				
1.	2002	Pruskus, V. <i>Verslo etika</i>		<a href="http://84.240.30.143/knygos/Verslas/Verslo%20Etika%20(Pruskus).pdf">http://84.240.30.143/knygos/Verslas/Verslo%20Etika%20(Pruskus).pdf</a>
2.	2014	Misevičius, V. <i>Verslo etikos ir bendravimo organizavimo pagrindai</i>	KTU leidykla Technologija	1
3	2008	The Oxford Handbook of <i>Corporate Social Responsibility</i>	Oxford	
Supplementary materials				
4.	2011	Kavaliauskas, T. <i>The individual in business ethics: an American cultural perspective</i>	Palgrave Macmillan	1
5.	2012	Johnson, C. A. <i>Organizational ethics : a practical approach</i>	Thousand Oaks: Sage	1
6.	2010	Griseri, P., Seppala, N. <i>Business ethics and corporate social responsibility</i>	South-Western Cengage Learning	1
7.	2010	Craig N., Lenssen G. <i>Mainstreaming Corporate Responsibility</i>	Wiley	
8.	2014	<i>Corporate social responsibility : readings and cases in a global context</i>	Routledge: Taylor and Francis Group	1

**Course programme designed by**

Assoc. prof. dr. Sonata Staniulienė, Faculty of Economics and Business, Department of Management  
dr. Evelina Bendoraitienė, Faculty of Economics and Business, Department of Finance