

SYLLABUS

Faculty of Economics and Administrative Sciences

Course Code	Course Title		Credits	ECTS Value
MAN445	Business Ethics and Social Responsibility		3 (3-0-3)	6
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Mode:	Face to Face	
Course Type and Level:	Elective/4.Year/Fall Semester			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Prof. Dr. Ünal Ay		Wednesday 10.15-12.35	Tuesday 13:00-15:00	unalay@cag.edu.tr gulayguler@cag.edu.tr
Course Coordinator:	Dr. Gülay GÜLER			
Course Objectives: Course aims to equip the students with the fundamentals of Business Ethics and Social responsibility				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Analyzes ethical issues that arise in everyday business and social situations	5	5
	2	Understands and applies knowledge of ethical principles	5, 7	5, 4
	3	Interprets reasonable solutions to ethical dilemmas	5, 7	5, 4
	4	Analyzes the relationship of business ethics to broader moral and philosophical frameworks	5, 7	5, 4
	5	Identifies various ethical issues that occur in the workplace	5, 7	5, 4
	6	Evaluates a situation by applying the steps involved in ethical decision-making	5, 7	5, 4
	7	Evaluates the concept of Corporate Social Responsibility and analyzes its significance for ethical business practices	5, 7	5, 4
	8	Assesses the moral responsibilities of businesses toward the environment, global competitors, and stakeholders	5, 7	5, 4
Course Content:	This course is designed to provide an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public. Ethical dilemmas and decision-making frameworks and approaches at the personal, organizational and societal levels will be explored. Student engagement in real-world applications and issues are a critical portion of the course.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation		Teaching Methods and Techniques
1	Introduction to Business Ethics, Management and Social Responsibility	Reading key resources on the concepts of business ethics and social responsibility		Brainstorming

		Taking notes on examples of business ethics from a recent newspaper article or journal paper	
2	Emerging Business Ethics Issues	Reviewing a recent business ethics scandal in the media and preparing a short summary Reflecting on the difference between an “ethical issue” and a “legal issue”	Small Group Experimental Activity
3	The Institutionalization of Business Ethics	Researching the concept of institutionalization Examining a company’s code of ethics and bringing an example to class	Discussion Technique
4	Ethical Decision-Making and Ethical Leadership	Preparing short examples of ethical dilemmas Researching the concept of ethical leadership and finding at least one example from business life	Role Playing and Discussion Technique
5	Individual Factors: Moral Philosophies and Values	Taking short notes on basic moral philosophies (utilitarianism, deontology, virtue ethics, etc.) Listing your own personal values and reflecting on how they influence your work life	Mind Mapping
6	Organizational Ethics: The Role of Ethical Culture and Relationships	Exploring the “corporate values” or “ethics” section of a company’s official website Preparing examples of ethical relationships among colleagues	Discussion Technique
7	Developing an Effective Ethics Program and CSR	Reviewing a company’s social responsibility projects and bringing them to class Preparing a short summary of the essential elements of an ethics program	Flipped Classroom
8	Midterm Exam	Textbook	-
9	Midterm Exam	Textbook	-
10	Developing an Effective Ethics Program and	Reviewing the CSR	Flipped Classroom and

	CSR	(Corporate Social Responsibility) report of a selected company Researching the fundamental components of ethics programs (training, monitoring, sanctions)	Discussion Technique
11	Global Business Ethics	Finding a recent example of an ethical issue in a global company Researching differences in business cultures across countries	Mind Mapping and Discussion Technique
12	Globalization of Ethical Decision-Making	Reviewing examples of ethical challenges in decision-making processes within multinational companies Preparing to discuss the impact of globalization on ethical dilemmas	Case Study and Discussion Technique
13	Company Valuation	Researching the methods used in company valuation (financial performance, reputation, ethics) Finding an example of how unethical practices can harm company value	Discussion Technique
14	Ethical Dilemmas in Business	Preparing 2–3 examples of ethical dilemmas that can occur in daily business life Researching the methods used to make decisions in ethical dilemmas	Question-and-answer session, Reflective discussion
15	Controlling Socioeconomic System in Business and Their Impact	Researching the role of business ethics in capitalism, socialism, and mixed economies Reviewing examples of how socioeconomic systems affect corporate ethical practices	Discussion Technique
16	Public Policy and Political Environment	Researching the regulatory role of the state over businesses Preparing to discuss the effects of public policy on ethical and social responsibility practices	Flipped Classroom

17	Final Exam	Textbook	-
18	Final Exam	Textbook	-

Course Resources

Textbook:	Business and Society: Corporate Strategy, Public Policy, Ethics (7 th Edition) by William C. Frederick, Keith Davis, James E. Post. McGraw-Hill International
Recommended References:	

Course Assessment and Evaluation

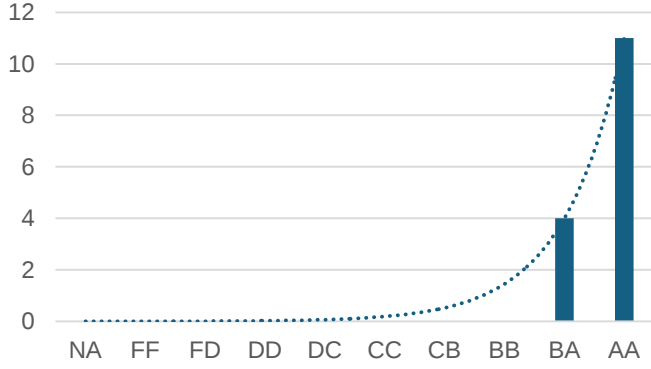
Activities	Number	Percentile	Notes
Midterm Exam	1	40%	
Final	1	60%	

ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Study	14	6	84
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	30	30
Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
Total:			186
Total / 30:			6,2
ECTS Credit:			6

Past Term Achievements

2024-2025 Spring Semester
MAN 445 Business Ethics and Social
Responsibility



2023-2024 Fall Semester
MAN 445 Business Ethics and Social
Responsibility

