



**University “Ukshin Hoti” Prizren**  
**Faculty of Economics**  
**Program: Business Administration**

**SYLLABUS**

<b>Level of studies</b>	<b>Master</b>	<b>Program</b>	<b>Business Administration</b>	<b>Academic year</b>	<b>2023/24</b>	
<b>SUBJECT</b>		<b>ETHICS AND BUSINESS SOCIAL RESPONSIBILITY</b>				
Year	I	The status of Subject	Optional	Code	ECTS credits	5
Semester	I					
Teaching weeks	15		Teaching classes 45		Lectures	Exercises
					2	1
Teaching Methodology	Interactive lectures, seminar papers, discussions					
Consultation						
The teacher	<b>Prof.Ass.Dr.Venet Shala</b>		e-mail	venet.shala@uni-prizren.com		
			Tel.	045/873 - 070		
Assistant	<b>Msc.Taulant Kastrati</b>		e-mail	taulant.kastrati@uni-prizren.com		
			Tel.	049979777		
The purpose of the course			Expected learning outcomes			
<p>This course will investigate the transformations of manufacturing processes in the era of industrial revolution 4.0. CSR will be approached from different perspectives: 1. Historical evolution of CSR theory (Carroll, Freeman, Varian, Porter to Mintzberg, Bawens, Stiegler). 2. The link between impact theory and practice and returns to society in terms of economic, social and environmental sustainability. 3. The role of stakeholders and new configurations of peer value. 4. The new geography of shared value and hybridization: for-profit corporations and social enterprises and the challenge of measurement - sustainability analysis of new forms of value creation: sharing, collaborative and circular economy. 5. Shifting to Corporate Social Desirability: platform cooperativism as a new systemic paradigm. The purpose of the course is to share with student’s concepts and knowledge about changes in economic processes and its implications in organizations. The expected impact of the course is to improve students' awareness of their professional choices.</p>			<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the environmental, social and economic drivers and risks affecting the company - along with key business opportunities for integrating sustainability factors within core business ethics and corporate social responsibility</li> <li>2. Incorporate the concept of business ethics and corporate social responsibility (CSR) into the business decisions</li> <li>3. Justify the importance of ethics and CSR to businesses and corporate organizations</li> <li>4. Develop and understanding of the relationship between business and civil society organizations (CSO)</li> <li>5. Evaluate how decisions are actually made in business ethics</li> <li>6. Identify the key ethical elements with respect to suppliers and competitors</li> <li>7. Discuss and evaluate the issues arising from the relationship between business organizations and consumer.</li> <li>8. Identify the key ethical elements with respect to suppliers and competitors.</li> <li>9. Critically evaluate government as a stakeholder to business organizations</li> <li>10. Review the implications of corporate citizenship for business ethics.</li> </ol>			
<b>Methodology for the implementation of educational topics:</b>						

Interactive lectures, seminar papers, discussions etc.			
<b>Conditions for realization of educational topics:</b>			
Hall with the possibility of obscuring, computer and projector.			
<ul style="list-style-type: none"> <li><b>Methods of evaluation and passing criterions</b></li> </ul>			
Students are evaluated through testing, whereas the final grade consists of four components: - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points  <ul style="list-style-type: none"> <li>Exam: 100 points</li> </ul>	<b>Evaluation in%</b>	<b>Final grade</b>	
	91 - 100	10	( ECTS – A)
	81 – 90	9	( ECTS - B)
	71 – 80	8	( ECTS - C)
	61 – 70	7	( ETCS - D)
	51 – 60	6	( ETCS - E)
	40 - 50	5*	( ETCS – FX)
<b>Obligations of the student:</b>			
<b>Lectures</b>		<b>Exercises</b>	
<ul style="list-style-type: none"> <li>- Attending lectures,</li> <li>- Participation in debates,</li> <li>- Adhering to the code of courtesy, etc.</li> </ul>		<ul style="list-style-type: none"> <li>- Attending of hours of exercise</li> <li>- Adhering to the code of courtesy, etc.</li> </ul>	
<b>Student's workload for the subject</b>			
<b>Activity</b>	<b>classes</b>	<b>Days / Week</b>	<b>Total:</b>
Lectures	2	15	30
Exercise	1	15	15
Practical work	-	-	-
Consultation with teachers	1	15	15
Field work visits	-	-	-
Seminars	5	5	20
Own study time	1	15	15
Preparation for final exam	5	3	15
Time spent on assessment (tests, exams, etc.)	5	2	10
Projects, presentations, etc.	5	1	5
Note: 1 ECTS credit = 25 hours of commitment, example -if the subject has 5 ECTS credits a student must have 125 hours during the semester commitment		<b>In total:</b>	<b>125</b>

<b>Week</b>	<b>Lecture</b>		<b>Exercises</b>	
	<b>Topic</b>	<b>classes</b>	<b>Topic</b>	<b>classes</b>
1.	Introduction and history of CSR	2	Questions and discussions	1
2.	CSR and Stakeholders	2	Questions and discussions	1
3.	Value chain and shared value approach	2	Group exercises in class	1
4.	New forms of value creation: shared collaborative and circular economy, green business economy	2	Discussion and practical examples	1
5.	The new role of sustainable universities: Entrepreneurship and the third mission	2	Discussion and practical examples	1

6.	CSR in small and medium enterprises	2	Case study for CSR in SME	1
7.	Test 1 / Mid-term evaluation	2	Test 1 / Mid-term evaluation	1
8.	Integration of CSR in the company	2	Questions, discussions and exercises	1
9.	Creation of a CSR Strategy	2	Case study: CSR and Business Strategy	1
10.	CSR and Consumers	2	Questions, discussions and exercises	1
11.	A focus on responsible purchasing	2	Questions, discussions and exercises	1
12.	CSR and supply chain	2	Questions, discussions and exercises	1
13.	Measuring CSR performance	2	Questions, discussions and exercises	1
14.	Contemporary trends and development of CSR	2	Questions, discussions and exercises	1
15.	CSR and ISO Standards	2	Case study: CSR and ISO standards	1

#### **LITERATURE**

1. Strategic Corporate Social Responsibility: Sustainable Value Creation: David Chandler, 2022
2. Business Ethics and Corporate Social Responsibility. EKA University of Applied Science Velga, A. (2020)
3. Managing Business Ethics: Straight Talk about How to Do It Right (8<sup>th</sup> edition) Trevino, L., & Nelson, K. (2021)
4. Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review Mintzberg H. 2015.
5. ISO 26000: 2010 standard, SA8000:2014 standard: UN Millennium Development Goals Report, (2020)

#### **Note:**

- Students must be aware and respect the rules of the institution.
- They must respect the schedule of lectures, exercises and be attentive in class.
- They must have their ID card with them, when they cannot undergo the test without their ID card.
- During the drafting of the papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test hours.