



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION				
1.1 Course name	Ethical Management			
1.2 Study program/s	Specialist <b>professional graduate study</b> of management in tourism and sports			
1.3 Course status (O,E)	Elective Course	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	15
1.5 Course abbreviation	ETMAN		Seminars	
1.6 Semester			E-learning	
1.7 ECTS		1.7 Place and time of instruction	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website	
2. TEACHING STAFF				
2.1 Course leader/s-title	Assistant Professor, Ph.D. Marija Valčić	contact	marija.valcic@mev.hr	
		contact		
2.2 Assistant/s- title		contact		
		contact		
2.3 Instruction held by- title		contact		
3. COURSE DESCRIPTION				
3.1 Course goals	After completing the course, the student will be able to apply the developed tools that strengthen the integrity and business ethics in any organization and thus become the key to organizational development and success. Knowledge in the field of ethically responsible business is acquired. The main goal of the course "Ethical Management" is to acquaint students with the theoretical and practical application of ethical management in modern business conditions by giving them a complete overview of the implementation of ethical systems within business organizations and apply and understand the basic differences and interdependencies of business ethics and socially responsible business. The aim is also to acquaint students with the specifics of ethical decision-making and actions of managers as well as with the criteria and threats of ethical decision-making in the business world.			
3.2 Prerequisites	No preconditions			
3.3 Course outcomes	After successfully completing the course, students will be able to: <ol style="list-style-type: none"> <li>1. Describe and understand the meaning of business and managerial ethics</li> <li>2. Distinguish business and social values and norms of behaviour, as well as factors influencing ethical choice</li> <li>3. Understand the criteria for making ethical decisions and actions</li> <li>4. Apply theoretical knowledge of business ethics in the work and management of organizations</li> <li>5. Explain and apply the criteria for implementing business ethics in organizations</li> <li>6. Understand the difference and interdependence of ethical corporate governance and socially responsible business</li> </ol>			
3.4 Course content	The contents of the course refer to the Fundamentals of understanding the			

	concept of ethics: defining the concept of ethics, ultimate standards of ethics, ethical theories and approaches to ethical decision-making, the process of making an assessment of ethics in decision-making; Basics for understanding the concept of business ethics The content is processed from the aspect of defining the concept of business ethics, differences and similarities with social responsibility, through the impact of globalization; Through teaching units, learning skills on an ethical approach to decision-making are developed. Special emphasis is placed on organizational culture and the fundamental determinant of business ethics, as well as on the influence of business ethics in business and its implementation.																																																																				
<b>3.5 Types of coursework</b>	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities	Laboratory																																																													
	Seminars and workshops		Distant learning		Field classes	x	Multimedia and network	Mentorship																																																													
	Other																																																																				
<b>3.6 Language of instruction</b>																																																																					
<b>3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)</b>	2,00	Class attendance		Seminars		Essay																																																															
		Class activity		Project		Report/paper																																																															
	1,00	Midterm exams	1,00	Practical task		Continuous knowledge check																																																															
		Written exam		Experimental work																																																																	
		Oral exam		Research																																																																	
<b>3.8 Assessment and evaluation of students' work during classes and at the final exam</b>	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Attendance</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Class activity</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Seminar/ project/ essay</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td><b>Total:</b></td> <td><b>100%</b></td> <td><b>100</b></td> </tr> </tbody> </table>							Activity specification	Percent %	Points	Assessment during instruction			Attendance	5%	5	Class activity	5%	5	Seminar/ project/ essay	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	<b>Total:</b>	<b>100%</b>	<b>100</b>																																
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Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																																					
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89 – 100    excellent (5)																																																																					

	76 – 88 very good (4) 63 – 75 good (3) 50 – 62 pass (2) 0 – 49 fail (1)										
<b>3.10 Specific features related with taking the course</b>	<p>If a student collects 50% of the points of each outcome, he / she directly takes the exam, provided that he / she has submitted a practical paper. A student cannot access the exam period if he / she has not submitted a practical paper. The practical work is made according to the instructions published on the Merlin system and is submitted by placing it on the Merlin. The practical work is submitted at least 3 days before the exam deadline. During the exam, it is possible to verbally check the knowledge in the previous preparation of practical work.</p> <p>If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam.</p> <p>Once achieved points in intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the points collected until then are deleted and newly achieved points for that learning outcome are entered.</p> <p>The final grade is obtained during the exam period and it presents the sum of points earned during classes.</p> <p>Students who did not take the colloquium are required to access the written part of the exam where all learning outcomes are verified, and are required to submit a practical paper before taking the exam.</p>										
<b>3.11 Students obligations</b>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>										
<b>3.12 Written assignments</b>											
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<b>3.14 Additional reading</b>	<table border="1"> <tr> <td>1.</td> <td>Kotler P.,Lee, N.: <b>Društveno odgovorno poslovanje</b>, Zagreb, 2007.</td> </tr> <tr> <td>2.</td> <td>Noe, R.A. –Hollenbeck, J.R. – Gerhart, B. – Wright, P.M. :<b>Menadžment ljudskih potencijala</b>, Zagreb, MATE, 2000.</td> </tr> <tr> <td>3.</td> <td>Bahtjarević_Šiber, F., Sikavica, P., Pološki Vokić, N.: <b>Suvremeni menadžment</b>, Školska knjiga, Zagreb, 2008.</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	1.	Kotler P.,Lee, N.: <b>Društveno odgovorno poslovanje</b> , Zagreb, 2007.	2.	Noe, R.A. –Hollenbeck, J.R. – Gerhart, B. – Wright, P.M. : <b>Menadžment ljudskih potencijala</b> , Zagreb, MATE, 2000.	3.	Bahtjarević_Šiber, F., Sikavica, P., Pološki Vokić, N.: <b>Suvremeni menadžment</b> , Školska knjiga, Zagreb, 2008.				
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<b>4 ADDITIONAL COURSE INFORMATION</b>											

<b>4.1 Quality control</b>	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
<b>4.2 Contact the teacher</b>	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
<b>4.3 Information about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
<b>4.4 Course contribution to the study program</b>	IS2 Define ethical theories and approaches to ethical decision making IS8 Define the interaction of ethics and business IS11 Develop ethical approaches in decision making IS12 Select behavioural ethics and factors in the decision-making process IS13 Develop key determinants of business ethics IS14 Develop an overview of measuring financial and non-financial business performance

**5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)**

<b>LECTURES</b>				
<b>Hours</b>	<b>Topic and description</b>	<b>Method</b>	<b>Learning outcomes</b>	<b>Course outcome</b>
		<ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>		
<b>1.</b>	<i>Definitions of the concept of ethics</i>	Lectures, PP Presentation	Distinguish between descriptive ethics, meta ethics and applied ethics Evaluate an ethically acceptable decision.	11
<b>2.</b>	Basis for understanding the concept of business ethics	Lectures, PP Presentation	Understand the concept of business ethics Distinguish corporate, organizational and business ethics Understand Carroll's pyramid of social responsibility. Define a	13

			corporation and its most common types, forms, and consequences	
3.	Individual ethics - decision making process	Lectures, PP Presentation	Explain ethical approaches and decision making Define descriptive and behavioural ethics. Understand the notion of an ethical dilemma or dilemma.	13
4.	Organizational context of business ethics	Lectures, PP Presentation	Define the concept and role of leadership. Distinguish between management and leadership functions.	12
5.	Digital Age Leadership	Lectures, PP Presentation	Define authentic leadership of the digital age Describe leadership styles with a moral dimension involved.	14
6.	Basic features of organizational culture	Lectures, PP Presentation	Understand why people follow bad leadership Explain the basic features of organizational culture Define the types of ethical culture and climate Understand the role of leadership in creating an ethical organizational culture	14
7.	The influence of business ethics on business success	Lectures, pp presentation	Define the concept of business success Distinguish general goals and business strategy Understand responsibility and sustainability in the function of ethical business	
8.	Business excellence model	Lectures, pp	Understand the	14

		presentation	business excellence model State the characteristics and criteria of the EFQM business excellence model	
<b>9.</b>	Mid-term exam			
<b>10.</b>	Implementation of business ethics in the management system	Lectures, pp presentation	Explain the overall functioning of the ethics and compliance program Distinguish approaches based on compliance and integrity Explain the importance of values as fundamental management guidelines	14
<b>11.</b>	Implementation of the ethics and compliance programmes	Lectures, pp presentation	Define the function of the ethics commissioner and the compliance officer Understand the functions of the line for resolving ethical doubts and reporting irregularities	14,12
<b>12.</b>	Modelling for implementing ethics and compliance programmes	Lectures, pp presentation	Clarify the assessment and management of ethics and compliance risks	14
<b>13.</b>	Main Attributes of the Atmosphere on the top (Tone of the top)	Lectures, pp presentation	Define the type of the atmosphere at the top	12
<b>14.</b>	Writing of reports on ethics and compliance programmes	Lectures, pp presentation	Clarify the importance of due diligence by intermediaries or local agents Describe procurement policy based on ethics and compliance standards	14

15.	Mid-term exam			
<b>EXERCISES/ SEMINARS</b>				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>		
1.	Morality in the past and today	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	To distinguish between terms of morality and ethics over time	11
2.	Ethics and good	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Distinguish between the elements of ethics of virtues, ethics of duty (deontological ethics), ethics of benefits (utilitarian ethics)	11
3.	The biggest stock fraud in the example of the South Sea Bubble	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Distinguish which ethical theory leads Explain the ways in which the core value was applied by shareholders	12
4.	Bhopal: The World's Worst Industrial Disaster	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Understand risk management	12
5.	Vienna School	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Explain which ethical issues arise in this case	12
6.	Telia and Sonera	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Design models of international relations used in diameter	12
7.	Silicon Valley star	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> </ul>	Explain how investors' decisions	12

		<ul style="list-style-type: none"> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	are made	
8.	Zappos	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Develop 10 fundamental values on the example of Zappos	12
9.	Hilton	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Apply Vision and Mission	12
10.	Ericsson Nikola Tesla	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Implement a people management strategy Explain the code of business ethics Apply a code of conduct	12
11.	VOLVO	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Explain the methods of applying - Transparency Integrity Ownership	12
12.	COSCO	<ul style="list-style-type: none"> <li>• Direct teaching (lecture pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group/ collaborative learning</li> <li>• Case study</li> </ul>	Apply COSO frame components	12
13.	Sustainability and management strategy	Guided and independent task development	Develop a framework when the company is ready for the implementation of ethics and compliance programmes	14
14.	Due diligence, including ethical and compliance issues	Independent development of tasks	Prepare reports on ethics and compliance programs	14, 15
15.	Mid-term exam	Independent work	Outcomes control	



