

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Poslovna etika in trajnostni razvoj
Course title: Business Ethics and Sustainable Development

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|-----------------------------------------------------------|-------------------------------|-------------------------|----------------------|
| Medkulturni menedžment, druga | Program nima smeri. | prvi ali drugi | drugi ali četrti |
| Intercultural Management, second | The programme has no fields. | first or second | second or fourth |

Vrsta predmeta / Course type: Izbirni / Elective

Univerzitetna koda predmeta / University course code:

| Predavanja Lectures | Seminar Seminar | Vaje Tutorial | Klinične vaje work | Druge oblike študija | Samost. delo Individ. work | ECTS |
|------------------------|--------------------|------------------|-----------------------|----------------------|-------------------------------|------|
| 20 | 0 | 15 | 0 | 0 | 145 | 6 |

Nosilec predmeta / Lecturer: prof. dr. Dejan Jelovac / Prof. Dejan Jelovac, PhD

Jeziki / Languages:
Predavanja / Lectures: slovensko, angleško / Slovenian, English
Vaje / Tutorial: slovensko, angleško / Slovenian, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za vključitev v delo je zgolj vpis v študijski program Medkulturni management.

Prerequisites:

The criteria for enrollment in the course is to be a student of the program Intercultural management.

Vsebina:

- uvod v problemsko področje in pojmovno-kategorialni aparat poslovne etike in trajnostnega razvoja;
- ime in pojem etike (trije različni jeziki sodobne poslovne etike: *delovati, biti in znati* (delati tisto, kar je prav – govornica behaviorističnega nauka; biti tisti pravi – govor

Content (Syllabus outline):

- Introduction to the topics and conceptual-categorial apparatus of business ethics and sustainable development;
- Name and concept of ethics (three different languages of the modern business ethics: *to act, to be and to be able* (to do what is right - the language of behavioural theory, to be the one

vrline; vedeti kaj je dobro – jezik etične teorije) poslovna morala vs. poklicna oz. profesionalna morala;

- temeljne kategorije poslovne etike (dobro vs. zlo kot najvišje moralne vrednote, moralne ocene oz. sodbe, maksime in norme, dejanje, dosežek, vest, dolžnost, odgovornost, vrlina, značaj, kodeks);
- dobri poslovni običaji kot oporišče sodobne poslovne morale (dve plati sodobne etične teorije - utilitarizem kot iskanje rezultatov in formalizem kot iskanje pravila);
- moralne vrednote, vrline in pravila zglednega poslovanja - moralna dimenzija sodobnega poslovanja v globalnem gospodarstvu;
- kodeksi poklicne etike in dobre prakse pri nas: case study vzorcev zglednega vedenja in zaželenega načina obnašanja;
- metode, tehnike in strategije preprečevanja in razreševanja moralnih dilem, sporov in konfliktov v poslovni skupnosti;
- moralna odgovornost poslovneža do notranjega in zunanjega okolja organizacije (izzivi, pasti in zanke poslovanja z vidika globalne ekonomije);
- perspektive in trendi razvoja sodobne poslovne morale podjetništva v EU;
- doseg in meje moči vpliva trajnostnega razvoja in poslovne morale na praktično delovanje poslovnežev v vsakdanji praksi;
- zaključna razprava.

who is right - voice of virtues, to know what is good - the language of ethical theory);

- Basic categories of business ethics (good vs. evil as the highest moral values, moral assessments or judgments, maxims and norms, action, achievement, conscience, duty, responsibility, virtue, character, code);
- Good business practices as a basis of modern business morality (two sides of modern ethical theories - utilitarianism as the search for result(s) and formalism as the search for rule(s));
- Moral values, virtues and exemplary business rules - moral dimensions of modern business behaviour in the global economy;
- Codes of professional ethics and good practice in our country: case study of exemplary patterns of behaviour and desirable mode of conduct;
- Methods, techniques and strategies for prevention and resolution of moral dilemmas, disputes and conflicts in business community;
- Moral responsibility of the businessman to the internal and external environment of the organization (the challenges, pitfalls and traps in business operations from the perspective of global economy);
- Perspectives and trends in the development of modern business ethics in the EU;
- The extent and limits of the power of the impact of sustainable development and business ethics on the practical functioning of business people in everyday practice;
- Concluding debate.

Temeljni literatura in viri / Readings:

Ferrell, O. C., Fraedrich, John in Ferrell, Linda (2015): *Business ethics: ethical decision making and cases*. Stamford: Cengage Learning.

Jagger, S. in Volkman, R. (2014): Helping students to see for themselves that ethics matters. *The International Journal of Management Education*, 12 (2), 177–185.

Trevino, Linda Klebe in Nelson, Katherine (2011): *Managing Business Ethics – Straight Talk About How To Do It Right*, fifth edition. Hoboken: John Wiley & Sons, Inc.

Crane, Andrew; Mc Williams, Abigail; Matten, Dirk; Moon, Jeremy and Siegel, Donald (uredniki) (2009): *The Oxford Handbook of Corporate Social Responsibility*. Oxford: Oxford University Press.

Crane A., Matten D. (2010): *Business Ethics – Managing Corporate Citizenship and Sustainability in the Age of Globalization*. Oxford & New York: Oxford University Press.

Jelovac, Dejan (2012): The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, vol. 5, no. 2, str. 21-35.

Brennan, L.; Binney, W.; McCrohan, J. in Lancaster, N. (2011): Implementation of environmental sustainability in business: Suggestions for improvement. *Australasian Marketing Journal (AMJ)*, 19 (1), 52–57.

Svenson, G.; Wood, G. in Callaghan, M. (2010): A corporate model of sustainable business practices: An ethical perspective. *Journal of World Business*, 45 (4), 336–345.

Cilji in kompetence:

- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskrinatornosti in multikulturalnosti;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- sposobnost razumevanja državljanske svobode, enakosti, dostojanstva, pravic in

Objectives and competences:

- The ability to formulate original ideas, concepts and solutions for specific problems;
- Ethical reflection and commitment to professional ethics in the social environment with respect for the principles of non-discrimination and multiculturalism;
- The ability for teamwork, i.e. willingness for cooperation, collaboration, taking into account the opinions of others and fulfilment of the defined roles within the team and the group;
- The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;

odgovornosti;

- razvoj refleksije ob upoštevanju lokalne, nacionalne in globalne ravni;
- razvoj znanja, veščin in stališč za vseživljenjsko učenje;
- spodbujanje razvoja obveščenih in aktivnih državljanov;
- razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;
- razvoj sposobnosti interdisciplinarnega mišljenja in sodelovanja;
- sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- razumevanje kulturnih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- uporaba in kombiniranje znanj za različnih disciplinarnih področij;
- razumevanje različnih teoretskih pristopov in njihova uporaba pri reševanju konkretnih problemov;
- sposobnost kulturne empatije, tj. razumevanja idej, vrednot in mišljenjskih vzorcev iz različnih kulturnih okolij;
- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno - etičnih vprašanj.

- The ability to understand citizens' freedom, equality, dignity, rights and responsibilities;
- Development of reflection taking into account local, national and global level;
- The development of knowledge, skills and positions for lifelong learning;
- Promoting the development of informed and active citizens;
- Development of the need to achieve social justice and support the diversity;
- Development of interdisciplinary thinking and cooperation skills;
- Ability to learn on the basis of relevant sources from different areas of theory and practice;
- Understanding the cultural phenomena and their relationship with the structure and the development of societies;
- Applying and combining the knowledge from different disciplines;
- Understanding the different theoretical approaches and applying them in solving concrete problems;
- Ability of cultural empathy, i.e. understanding ideas, values, and cognitive patterns from different cultural environments;
- Organizational and leadership skills in organizations, understanding the individual values and collective value systems, with the management of professional - ethical issues.

Predvideni študijski rezultati:

Študent/ka bo:

- seznanjen z namenom predmeta, vsebino in metodami dela ter njegovimi obveznostmi,
- razumel obseg in vsebino področja poslovne etike in trajnostnega razvoja,
- dojel bistvo vplivnih etičnih stališč znotraj sodobnega etičnega pluralizma,
- razumel in jasno razlikoval ključne kategorije poslovne etike in trajnostnega razvoja v poslovnem življenju,
- pridobil vpogled v bistvo dobrih poslovnih običajev, njihovo vlogo, mesto in pomen za uspešno sodobno poslovanje,
- usposobljen za dojetanje moralne dimenzije poslovnega sveta,
- usposobljen za implementacijo poslovnega ravnanja v slogu *dobrega gospodarja*,
- razvil etično refleksijo in na njeni podlagi zavezanost vzorcem zglednega poslovanja,
- razvil spretnosti za uporabo različnih metod in tehnik za prepoznavanje, preprečevanje in razreševanje moralnih napetosti/nesoglasij,
- pridobil čut za moralno odgovornost do notranjega in zunanjega okolja podjetja ter trajnostnega razvoja,
- razvil občutek dolžnosti do izogibanja moralnim spodrslijajem, napakam, ipd.,
- razvil občutek za kolegialnost do sodelavcev in lojalnost do delodajalcev ter kooperativnost, timsko delo ter toleranco in upoštevanje konstruktivnih kritik,
- razvil čut za nediskriminatornost v upravljanju s človeškimi viri v našem in

Intended learning outcomes:

Student will:

- Be informed of the purpose of course, content and methods of work and his/her obligations;
- Understand the scope and content of the field of business ethics and sustainable development;
- Grasp the essence of important ethical positions within contemporary ethical pluralism;
- Understand and clearly distinguish the key categories of business ethics and sustainable development in business life;
- Gain insight into the essence of good business practices, their role, place and importance for a successful modern business activity;
- Be qualified for the perception of moral dimensions of business world;
- Be qualified for the implementation of business practices in the style of a good governor;
- Be able to develop an ethical reflection and on its basis the commitment to the desired patterns of exemplary business behaviour;
- Be able to develop skills in using various methods and techniques to identify, prevent and resolve moral tensions / conflicts and mistakes;
- Gain a sense of moral responsibility for the internal and external business environment of his/her company and sustainable development;
- Be able to develop a sense of moral duty to avoid moral slips, errors, etc.;

evropskem gospodarskem okolju,

- usposobljen za razumevanje dosega in meja poslovne etike in trajnostnega razvoja,
- pridobil pregled nad odprtimi vprašanji stroke in njenimi perspektivami v bližnji prihodnosti,
- razvil potrebo po nadaljevanju samostojnega razmišljanja in izpopolnjevanja na področju poslovne etike in trajnostnega razvoja.

- Be able to develop a sense of collegiality and loyalty towards employees and employers as well as cooperativeness, teamwork, tolerance and respect for constructive criticism;

- Be able to develop a sense of non-discrimination in the management of human resources in the Slovenian and European economic environment;

- Be trained to understand the scope and boundaries of business ethics and sustainable development;

- Gain an overview of the open issues of the profession and its perspectives in the near future;

- Be able to develop a need for continuing self-reflection and improvement in the field of business ethics and sustainable development.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- vaje na seminarski način (refleksija prebranih besedil in lastnih izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- vaje, ki temeljijo na izkušenskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- možnost oblikovanje portfolija in samostojen

Learning and teaching methods:

- Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);
- Seminars (reflections of the read texts and own experience, team work, methods of critical thinking, discussions, reporting feedback information, social games);
- Seminars based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, team work, case study, methods of critical reading and writing, evaluation, self-evaluation);
- Individual and/or groups consultations (discussion, additional explanation, dealing with specific issues);
- A possibility of portfolio formation and

študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija);

- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

independent study (motivating, guiding, self-observing, self-tuning, reflection);

- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:

Delež (v %) /
Weight (in %)

Assessment:

| Način (pisni izpit, ustno izpraševanje, naloge, projekt): | Delež (v %) / Weight (in %) | Type (examination, oral, coursework, project): |
|----------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|
| Ustni ali pisni izpit | 60 % | Oral or written examination |
| Seminarska naloga in njegov zagovor na vajah | 30 % | Seminar work and its presentation in the seminars |
| Domača naloga ter njena predstavitev na vajah | 10 % | Home-work and its presentation in the seminars |
| Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja | | Grading scale - in accordance with the Rules of examination and evaluation of knowledge |

Reference nosilca / Lecturer's references:

Jelovac, Dejan (2014): Poslovna etika in notranje poročanje / Business ethics and internal reporting. *Poslovodno računovodstvo*, 7(2), str. 22-47.

Jelovac, Dejan in Rihtaršič, Tanja (2013): A model of Slovenian ethical consumerism. *Raziskave in razprave*, 6(3), str. 115-146.

Kralj, Anita; Jelovac, Dejan in Mate, Vasilij (2013): Organizational values and moral virtues of entrepreneur: an empirical study of Slovenian entrepreneurs. *Innovative issues and approaches in social sciences*, 6(2), str. 109-138.

Jelovac, Dejan (2012): The impact of corporate social responsibility in the context of small and medium enterprise. *Innovative issues and approaches in social sciences*, 5(2), str. 21-35.

Jelovac, Dejan; Wal, Zeger van der in Jelovac, Ana (2011): Business and government ethics in the new and old EU : an empirical account of public-private value congruence in Slovenia and the Netherlands. *Journal of Business Ethics*, 103(1), str. 127-141.

Jelovac, Dejan (2010): The historical-cultural background of public administration values : the case

of Slovenia / Zgodovinsko-kulturno ozadje vrednot v javni upravi: primer Slovenija. *Raziskave in razprave*, 3(3), str. 75-101.

Jelovac, Dejan (2010): Poslovna etika kot nujni pogoj odličnosti /Business Ethics as a Necessary Condition of Excellence. V: Bukovec, Boris (ur.): *Etičnost razmišljanja in delovanja pri uveljavljanju strategije univerzalne odličnosti in mojstrstva*. V Novem mestu: Fakulteta za organizacijske študije, str. 83-100.

Jelovac, Dejan; Žitnik, Jan; Vadnjal, Jaka in Damjan, Janez (2010): Virtues of entrepreneurs: Slovenian youth entrepreneurship attitude study. V: 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia. V: Anišić, Zoran (ur.): *Proceedings of the 3rd International Conference on Entrepreneurs, Innovation and Regional Development - ICEIRD 2010, May 27 - 29, 2010, Novi Sad, Serbia*. Novi Sad: Faculty of Technical Sciences, Department of Industrial Engineering and Management, str. 331-337.

Jelovac, Dejan in Juričan, Dobran (2007): Kodeks podjetniške kulture za skladen regionalni razvoj. V: Nared, Janez et al. (ur.): *Veliki razvojni projekti in skladni regionalni razvoj*, (Regionalni razvoj, 1). Ljubljana: Založba ZRC, ZRC SAZU, str. 311-318.

Jelovac, Dejan (2001): Uticaj verskih uverenja i kulturnih obrazaca na oblikovanje moralnog stava u svetu poslovanja / Impact of religious beliefs and cultural patterns in the shaping of moral attitude in the business world. *Management*, 6(21-22), str. 77-80.

Jelovac, Dejan (2000): *Podjetniška kultura in etika*, VSŠP. Portorož.

Jelovac, Dejan (1994): Postmoderna poslovna etika. *Teorija in praksa*, 31(1/2), str. 55-62.