

**SYLLABUS**  
**The academic year 2021-2022**  
**Year of study III/ Summer semester II**

**1. Information about the program**

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	undergraduate
1.6. Study program	Business Administration (in English) 242102 Process improvement specialist, 242104 Responsabil proces, 242110 Specialist in economic performance planning, control and reporting

**2. Information about discipline**

2.1. Discipline title	Business Ethics			2.2. Course code	BA 321		
2.3. Course coordinator	Putan Alina						
2.4. Seminar coordinator	Putan Alina						
2.5. Study year	III	2.6. Semester	II	2.7. Evaluation type (E/C/VP)	E	2.8. Type of course (C – compulsory, Op – optional)	C

**3. Number of teaching hours per semester**

3.1. Teaching hours per week	3	from wich: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	from wich: 3.5. course	28	3.6. seminar/laboratory	14
Distribution of time					Number of hours
Study from course book					13
Suplimentary documentation					10
Preparing for seminars, papers					6
Mentoring					2
Exams					2
Other activities .....					-

Total of hours per individual study	33
3.8 Total of hours per study plan	-
3.9 Total of hours per semester	75
3.10 Number of ECTS credits allocated	3

**4. Preconditions** (where is the case)

4.1. of curriculum	<i>Courses from previous semesters: eg. Management , Marketing</i>
4.2. of competences	<i>Competences provided by the above mentioned courses, eg: Organisation structure, Process Management, Marketing</i>

### 5. Conditions (when is the case)

5.1. for the course	<i>Classroom with video projector / board</i>
5.2. for the seminar	<i>Classroom with video projector / board</i>

### 6. Specific competences

Professional competences	<p><b>C1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; adequate use in professional communication;</b></p> <p><b>C1.1. Description of the economic paradigms, concepts and theories about the influence of external environment on enterprise/organization</b></p> <p><b>C2.1. Identification of the concepts and economic theories associated to the enterprise</b></p> <p><b>C3.1. Identification of the economic implications associated to the enterprise/organisation unit functioning and administration</b></p> <p><b>C4.1. Identification and description of the concepts of planning, organization, coordination and control of human resource activity</b></p> <p><b>C5.1. Description of the concepts, theories and methodologies for database administration specific to the field of business administration</b></p> <p><b>C2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</b></p> <p><b>C1.2. Explanation and interpretation of the relation of economic influence exerted by the external environment on enterprise/organization</b></p> <p><b>C2.2. The explanation and interpretation of the relations between the entities of an enterprise/organization</b></p> <p><b>C3.2. Explanation and interpretation of the social and economic implications associated to the operation and administration of a subdivision of the enterprise/organization</b></p>
Transversal competences	<p><b>CT1. Applying the principles, norms and values of professional ethics within their own rigorous, efficient and responsible work strategy.</b></p> <p><b>Real-time solution, under qualified assistance conditions, of a real/ hypothetical problem at the workplace, respecting the rules of professional deontology.</b></p>

### 7. Course objectives (as per the programme specific competences grid)

7.1 General objective	<i>To know and understand the fundamental concepts, theories and methods in the field and speciality area, their adequate use in professional work; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations</i>
7.2 Specific objective	<p><i>Gaining the ability to identify the differences between ethics, moral conscience and morality. Possibility of developing personal opinions related to moral law, moral conscience, moral responsibility.</i></p> <p><i>Gain the ability to recognize and establish a set of common moral norms and values for the business field.</i></p> <p><i>Recognizing the role and importance of studying Business Ethics.</i></p> <p><i>Acquiring universal ethical principles</i></p> <p><i>Elaboration of personal opinions related to the typical arguments existing in the specialized literature, arguments against the association of ethics with business.</i></p> <p><i>Acquiring skills in the elaboration/ implementation of codes of ethics.</i></p>

### 8. Content

8.1 Course	Teaching methods	Obs.
<i>1. General Ethics: Etymology, definitions, conceptual delimitations. The divisions of ethics. The role and functions of ethics in society.</i>	<i>Lecture, presentation, discussions</i>	<b>2 hours</b>
<i>2. The ethics of "Profit": Profit – rational imperative. Economic humanism</i>	<i>Lecture, presentation, discussions</i>	<b>2 hours</b>

3. Moral – Science and Art: The concept of morality. Moral rules. The moral law. Moral conscience	Lecture, presentation, discussions	2 hours
4. Moral and its values: moral responsibility and moral relationships. Social responsibility as moral responsibility.	Lecture, presentation, discussions	2 hours
5. Man – Creator of the Moral Order: The human will between constraint and freedom. The concepts of immoral and amoral	Lecture, presentation, discussions	2 hours
6. Virtues and Immorality: Why are there immoral behaviors? Can virtue be learned?	Lecture, presentation, discussions	2 hours
7. Business and Their Ethics: Theoretical definitions and concepts, short historical interest in business ethics.	Lecture, presentation, discussions	2 hours
8. The Importance of Business Ethics: Methodological Delimitations. Contemporary managers' views on ethics/morality. The role of ethics in business.	Lecture, presentation, discussions	2 hours
9. Morality in Business: Defining morality. Ethical dilemmas in business	Lecture, presentation, discussions	2 hours
10. Ethical Codes and Principles: Practical principles of business of ethics. Organizational codes of ethics.	Lecture, presentation, discussions	2 hours
11. Modern Management and Business Ethics: Historical landmarks and the evolution of managerial ethics.	Lecture, presentation, discussions	2 hours
12. Crisis Management and Morality	Lecture, presentation, discussions	2 hours
13. Managerial Ethics: Theories about morality in business. Moral problems in the management of human resources.	Lecture, presentation, discussions	2 hours
14. Ethical Models in Business Decision Making: The Consequences of a Counter-Moral Behavior. Why are decisions made against ethics?	Lecture, presentation, discussions	2 hours

## 8.2 References

1. Ferrel, Fraedrich, *Business Ethics: Ethical Decision-Making and Cases*, Southwestern Cengage, 2021
2. Kevin Gibson, *Ethics and Business: An Introduction*, Cambridge University Press, 2007
3. P.Griseri, N. Seppala, *Business Ethics and Corporate Social Responsibility*, Andover, 2010

## Seminar-lab

1. General Ethics: Etymology, definitions, conceptual delimitations. The divisions of ethics. The role and functions of ethics in society. 2. The ethics of "Profit": Profit - rational imperative. Economic Humanism	Discussions, team work, study cases	2 hours
3. Moral - Science and Art: The concept of morality. Moral rules. The moral law. Moral conscience 4. Moral and its values: moral responsibility and moral relationships. Social responsibility as moral responsibility.	Discussions, team work, study cases	2 hours
5. Man - Creator of the Moral Order: The human will between constraint and freedom. The concepts of immoral and amoral 6. Virtues and Immorality: Why are there immoral behaviors? Can virtue be learned?	Discussions, team work, study cases	2 hour
7. Business and Their Ethics: Theoretical definitions and concepts, short historical interest in business ethics 8. The Importance of Business Ethics: Methodological Delimitations. Contemporary managers' views on ethics / morality. The role of ethics in business	Discussions, team work, study cases	2 hours
9. Morality in Business: Defining morality. Ethical dilemmas in business 10. Ethical Codes and Principles: Practical principles of business ethics. Organizational codes of ethics	Discussions, team work, study cases	2 hours

<b>11. Modern Management and Business Ethics: Historical landmarks and the evolution of managerial ethics.</b> <b>12. Crisis Management and Morality</b>	Discussions, team work, study cases	2 hours
<b>13. Managerial Ethics: Theories about morality in business. Moral problems in the management of human resources.</b> <b>14. Ethical Models in Business Decision Making: The Consequences of a Counter-Moral Behavior. Why are decisions made against ethics?</b>	Discussions, team work, study cases	2 hours
<b>8. Bibliography</b> 1. Ferrell, Fraedrich, <i>Business Ethics: Ethical Decision-Making and Cases</i> , Southwestern Cengage, 2012. 2. Kevin Gibson, <i>Ethics and Business: An Introduction</i> , Cambridge University Press, 2007. 3. P. Griseri, N. Seppala, <i>Business Ethics and Corporate Social Responsibility</i> , Andover, 2010.		

**9. Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program**

*The contents of the discipline are adapted to the current needs of the employers, contributing to the students' acquisition of knowledge and theoretical and practical skills related to business ethics.*

**10. Evaluation type**

Activity type	10.1 Assessment criteria	10.2 Assesment methods	10.3 Percent in the final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	60%
10.5 Seminar	<i>Eg. Verification during the semester</i>	1. <i>Degree of involvement in seminar activities</i> 2. <i>Quality of seminar activities: discussions, reports, case studies, etc</i>	20%  20%
10.6 Minimum performance standard: Obtaining minimum 5 (five).			
<i>C 1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; their adequate use in professional communication.</i> <i>C5. Drawing up professional projects with methods and principles acknowledged in the field.</i>			

Date:

21.09.2021

Course titular's signature

Teaching Ass.PhD Putan Alina

Seminar titular's signature,

Teaching Ass.PhD Putan Alina

Date for Department approval:

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Signature of the Head of Department:

Senior Lecturer, Maican Silvia, PhD.