

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Poslovna etika in trajnostni razvoj
<b>Course title:</b>	Business ethics and sustainable development

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni management, druga	Program nima smeri.	drugi	tretji
Intercultural management, second	The programme has no fields.	second	third

**Vrsta predmeta / Course type** Izbirni A / optional A

**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:** red. prof. dr. Dejan Jelovac/Prof. dr. Dejan Jelovac

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

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

Predmet se izvaja v drugem letniku magistrskega študijskega programa. Pogoj za vključitev v delo je zgolj vpis v študijski program Socialno podjetništvo ali Medkulturni management.

**Prerequisites:**

The course is being held in the second year of the Master studies. The criteria for enrollment in the course is to be a student of the program Social entrepreneurship or 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 – govorica 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);

- business morality vs. professional morality basic categories of business ethics (good vs. evil as a ultimate moral values, moral judgments, maxims and norms, act, 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 of result(s) and formalism as the search of 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 development trends of modern business morality of business people in the EU and Slovenia as well;
- scope of power and limits of influence of the sustainable development and business morality on the practical operation of the businessman in everyday practice;
- Concluding debate.

### Temeljni literatura in viri / Readings:

- Blewitt, John (2014): *Understanding Sustainable Development*, second edition. London & New York: Routledge.
- Elliott, Jennifer (2012): *An Introduction to Sustainable Development, fourth edition*. London & New York: Routledge.
- 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.
- Ferrell, O.C.; Fraedrich, J. in Ferrell L. (2008): *Business Ethics – Ethical Decision Making and Cases*, 7th edition, Boston - New York: Houghton Mifflin Co. CRANE A, Matten D. (2007): *Business Ethics – Managing Corporate Citizenship and Sustainability in the Age of Globalization*, 2nd edition, Oxford & New York: Oxford University Press.
- De George, Richard (2006): *Business Ethics*, Upper Saddle River: Pearson Education, Prentice Hall,
- Fisher, Colin in Lovell, Alan (2006): *Business Ethics and Values*, Essex: Pearson Education Ltd.
- Jelovac, Dejan (2000): *Podjetniška kultura in etika, (poglavja o poslovni etiki)*, Portorož: VSŠP
- 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.
- Harris, J.D.; Saienza, H.J. in Bowie, N.E. (2009): Ethics and entrepreneurship. *Journal of Business Venturing* 22 (5), 407–418.
- 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.
- 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 neskrupatornosti 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 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.

**Predmetnospecifične kompetence:**

- razumevanje kulturnih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- uporaba in kombiniranje znanj za različnih disciplinarnih področij;

**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;
- 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;

**Subject-specific competences:**

- Understanding the cultural phenomena and their relationship with the structure and the

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.

development of societies;

- Applying and combining the knowledge from different disciplines;
- Understand the different theoretical approaches and apply 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:**

- 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,

#### **Intended learning outcomes:**

- 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
- Qualified for the perception of moral dimensions of business world
- Qualified for the implementation of business practices in the style of a good governor
- Able to develop an ethical reflection and on its basis the commitment to the desired

- 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 spodrslijem, 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 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.

- patterns of exemplary business behaviour
- 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
  - Able to develop a sense of moral duty to avoid moral slips, errors, etc.
  - Able to develop a sense of collegiality and loyalty towards employees and employers as well as cooperativeness, teamwork, tolerance and respect for constructive criticism
  - Able to develop a sense of non-discrimination in the management of human resources in the Slovenian and European economic environment
  - 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
  - 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

#### **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

<p>povratne informacije, socialne igre);</p> <ul style="list-style-type: none"> <li>• Vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);</li> <li>• Individualne in/ali skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);</li> <li>• Možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija).</li> </ul>	<p>information, social games);</p> <ul style="list-style-type: none"> <li>• 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);</li> <li>• individual and/or groups consultations (discussion, additional explanation, dealing with specific issues);</li> <li>• a possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection).</li> </ul>
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**Načini ocenjevanja:**

Delež (v %) /  
Weight (in %)

**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Assessment:
ustni ali pisni izpit	<b>60</b>	Type (examination, oral, coursework, project):  Oral or written examination
seminarska naloga in njegov zagovor na vajah	<b>30</b>	Seminar work and its presentation in the seminars
domača naloga ter njena predstavitev na vajah	<b>10</b>	Home-work and its presentation in the seminars
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance

**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.