

BUSINESS ETHICS

SYLLABUS

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COURSE DESCRIPTION

The course is aimed at students studying economic disciplines and covers the main development stages of ethics as a branch of knowledge within the humanities with an emphasis on its interdisciplinary nature, as well as its importance in the modern scientific paradigm. The course also addresses new models of entrepreneurial thinking and economic behavior, as well as the role of entrepreneurship in the co-evolutionary interaction of the economy and the environment.

The course content is divided into five themes:

1. Introduction to the methodology of science.
2. Basic concepts of the theory of entrepreneurship.
3. Introduction to ethics and aesthetics.
4. Review of regulations governing business ethics.
5. Examples of ethical and aesthetic implementation of entrepreneurial activity.

SCOPE OF USE

This syllabus is designed for the course "Business Ethics" for the bachelor's degree program 38.03.02 Management.

The syllabus is designed in accordance with:

- Standards of National Research University Higher School of Economics;
- Bachelors' program Management of Federal Bachelors' Degree Program 38.03.02;
- University curriculum of the bachelors' program in management (38.03.02) for 2020-2021 academic year.

COURSE GOALS

The objectives of the course "Business Ethics" include:

1. To supply students with a theoretical basis for shaping economic behavior in line with the contemporary worldviews.
2. To help students understand the role of ethical and philosophical knowledge as a methodological framework for developing a model of entrepreneurial behavior under the global co-evolution paradigm.

3. To lay the ground for a systematic understanding of the role of the entrepreneur as the most significant change agent of economic transformations.
4. Ethical and aesthetic criteria of entrepreneurial activity and their role in the development of an innovation-oriented economy.

The course relevance for students is justified by the necessity to develop a value system aimed at developing an understanding of the roles, which various economic agents play in co-evolutionary interaction between economic and ecological systems.

Ethics and aesthetics play an important role in shaping the entrepreneurial culture of students, in the development of their creative potential and perception skills in accordance with the laws of beauty. Additionally, the course contributes to the development of mindset for creative thinking in entrepreneurial activity, ethical and sensory perception and interpretation of the economic reality for enhancing entrepreneurial potential.

LEARNING OUTCOMES

After taking the course on “Business Ethics” students are expected to:

- understand the place and role of ethics in the structure of modern economic knowledge and culture, in general;
- have an understanding of the modern scientific paradigm, as well as the importance of interdisciplinary approach to science;
- have an idea of the main directions of development of the theory of entrepreneurship, as well as its role and significance in economics;
- be able to define ethical and aesthetic aspects at all stages of the creation and implementation of innovative entrepreneurial projects;
- understand the role of the endogenous factor in the evolution of the economic paradigm;
- have an understanding of Russian and international ethical standards, including codes of professional ethics.

COURSE PREREQUISITES

There are no prerequisites for this course. It is assumed that students have the basic knowledge about ethics and morality that anyone in our society possesses. However, no formal preparation in ethics is expected or required. Good command of English is essential, since the lectures and seminars are delivered in English.

COURSE OUTLINE

Distribution of hours:

		Total hours	Contact hours		Self-study
			Lectures	Seminars	
<i>Universal ethics</i>					
1	Introduction to the methodology of science		4	2	
2	Basic concepts of the theory of entrepreneurship		4	2	
3	Introduction to ethics and aesthetics		4	2	
<i>Applied Ethics</i>					
4	Review of regulations governing business ethics		2	2	
5	Examples of ethical and aesthetic implementation of entrepreneurial activity		4	4	
Total:			18	12	

GRADING AND COURSE REQUIREMENTS

Attendance and active participation are critical to success. Final course grade is based on the following components:

Assessment	% of the Grade
Seminars	50
Final Exam	50

The exam is taken in written form and contains 6 questions based on the lecture material. Exam grades are from 1 to 10, where 1 corresponds to the absence of any knowledge of the student in this program, and 10 indicated that theoretical material of the lectures is mastered in full.

LECTURES AND SEMINARS

The course is designed to include lectures followed by seminars, where students lead / participate in the discussion and analyze different research studies. Students will work in pairs or small groups to prepare for seminar discussions. Students will be responsible for first doing a brief 5-10 minute mini-lecture on that day's topic and selected assigned reading and second, guiding the class discussion (30 min).

COURSE CONTENTS

TOPIC #1. INTRODUCTION TO THE METHODOLOGY OF SCIENCE.

A brief history of science, evolution of scientific views of the world. Modern scientific paradigm.

Science as a social institution. The subjective factor and the social mentality.

Interdisciplinary method in science. Evolution of the scientific paradigm. Co-evolution and its impact on the modern economic paradigm.

Assigned readings:

1. Ethics: a textbook for bachelors (Etika: uchebnik dlya bakalavrov) / A.A. Guseinov, A.G. Hajikurbanov [and others]; ed. A. A. Guseinova. – M.: Yurayt Publishing House, 2015. – 569 p. – Series: Bachelor. Advanced course.
2. Schrader Y. Ethics. Introduction to the subject. Textbook for universities (Etika. Vvedenie v predmet. Uchebnoe posobie dlya vuzov) — M.: Text, 1998 — 271 p.
3. Maloboeva O.D. Philosophy for students of economic universities (Filosofiya dlya studentov ekonomicheskikh vuzov). SPb.: Piter, 2006. – 336 p. ISBN 5-469-01091-0.
4. Viner N. The managing Himan. – SPb.: Piter, 2001. – 288 p. ISBN 5-318-00214-5.
5. Polani M. Personal knowledge (Lichnostnoe znanie). Moscow, 1985.
http://www.lib.tsu.ru/win/dokument/Infor-obrazov_portfel/Polani_M_Lichnostnoe_znanie_1985.pdf
6. Potts J., Foster J., & Straton A. (2010). An entrepreneurial model of economic and environmental co-evolution. *Ecological Economics*, 70(2), 375-383.
doi:10.1016/j.ecolecon.2010.09.009.
7. Hadamard J. Research of the psychology of the process of invention in the field of mathematics (Issledovanie psikhologii processa izobreteniya v oblasti matematiki). M.: Book on Demand, 2013. – 152 p.
8. Throsby D. Economics and Culture (Ekonomika I Kultura) [Text] / translated by I. Kushnareva. Nac. issled. Dom Vysshej Shkoly Ekonomiki, 2013.
9. Fedorov N. Philosophy of the common cause (Filosofia obschego dela). EKSMO. 2008.
10. Livio Mario. ϕ – The number of God. Golden ratio – the formula of the universe. OOO «Izdatelstvo AST», 2015.

TOPIC #2. BASIC CONCEPTS OF THE THEORY OF ENTREPRENEURSHIP.

The origins of the theory of entrepreneurship.

The role of the entrepreneur in economic theory. Entrepreneurship and innovation-driven economic development: a “Schumpeterian” entrepreneur.

Attributes of entrepreneurial activity, difference between entrepreneurship and other types of economic activity. PMAI model (*progressive materialization of anti-idea*).

The main types of entrepreneurs – key agents of economic activity (*KAEA*).

The project as a form of innovation and entrepreneurial activity in the XXI century.

Assigned readings:

1. Litau E. (2019). Classification of economic psychotypes subjects management (Klassifikacia ekonomicheskikh psykhotypov subjektov upravleniya). *Economic Science and Humanities*, 2(235), 100-110.
2. Litau E. (2019). Concept of entrepreneurship anti-ideology, *Entrepreneurship and Sustainability Issues* 7(2): 1308-1318. <https://doi.org/10.9770/jesi.2019.7.2> (35).
3. Baumol W. *Microtheory of innovative entrepreneurship (Mikroteoriya innovacionnogo predprinimatel'stva)*. M.: Izdatel'stvo Instituta Gajdara. Istochnik: Baumol W. J. 2010. *The Microtheory of Innovative Entrepreneurship*. Princeton: Princeton University Press.
4. Cantillion R. *An Essay on Economic Theory*. An English translation of Richard Cantillion's *Essai sur La Nature du Commerce en General*. Mises Institute, 2010.
5. Defoe D. *An Essay upon Projects*. <https://www.gutenberg.org/files/4087/4087-h/4087-h.htm>
6. Ziegler Charles A. Innovation and the imitative entrepreneur, *Journal of Economic Behavior & Organization*, Volume 6, Issue 2, 1985, pp. 103-121, [doi.org/10.1016/0167-2681\(85\)90012-5](https://doi.org/10.1016/0167-2681(85)90012-5).
7. Ponomareva E. Factors of economic growth: scientific and technological progress (Faktory ekonomicheskogo rosta: nauchno-tekhnicheskij progress) / E.A. Ponomareva, A.V. Bozhechkova, A.Y. Knobel; pod red. E.A. Ponomarevoj. — M.: Izdatelskij dom «Delo» RANHiGS, 2012.
8. Kouen T. Praise for commercial culture. *Domestic notes (Pohvala kommercheskoj kul'ture. Otechestvennye zapiski)*, 2005. <https://magazines.gorky.media/oz/2005/4/pohvala-kommercheskoj-kulture-kulturnyj-pessimizm-i-kulturnyj-optimizm.html>
9. Dydrov A. Anthropology of innovation (Antropologiya innovacij). *Vestnik Tomskogo gosudar-stvennogo universiteta*. 2019. DOI: 10.17223/1998863X/48/4.

SEMINAR #2.

TOPIC #3. INTRODUCTION TO ETHICS AND AESTHETICS.

The relationship between objective and subjective factors. The subjective factor in the modern economy.

Basic moral concepts and key milestones in the history of ethics.

Peculiar nature of socio-economic and humanitarian knowledge.

Globalization and its contribution to the growing impact of technology-based human activity. Responsibility and freedom in the transformative economic activity.

The moral content of technological activity and its role in shaping projective entrepreneurial thinking.

The main stages in the development of aesthetics.

Beauty as a source of entrepreneurial opportunities.

Assigned readings:

1. Pustovit A. Ethics and Aesthetics: The Heritage of the West. History of beauty and goodness (Etika i estetika: Nasledie Zapada. Istoriya krasoty i dobra). Uchebnoe posobie. VD «Personal» (MAUP). – 2006. – 680 p. ISBN: 966-608-480-5.
2. Gombrih E. History of art (Istoriya iskusstva). Izdatelskij dom: OOO Izdatel'stvo AST. – 1998. – 688 p.
3. Ruskin J. Theory of Beauty (Teoriya krasoty). Izdatelstvo: Ripol-Klassik. – 2017. – 288 p. ISBN: 978-5-386-08896-5.
4. Baumol W. & Baumol, H. On The Economics of Musical Composition in Mozart's Vienna. Journal of Cultural Economics, Vol. 18, No. 3 (1994), pp. 171-198.

SEMINAR #3.

TOPIC #4. REVIEW OF REGULATIONS GOVERNING BUSINESS ETHICS.

The role of the Club of Rome in Economics and its influence on business ethics.

Dilemma of economic efficiency and public benefit in the context of business development. Concept of CSR: evolution of representations and genesis. Corporate social responsibility: basic concepts and definitions.

ISO 2600 as an example of international standard of social responsibility.

Artificial intelligence and corporate ethics.

Assigned readings:

1. Peccei A. The Human Quality. Publishing house: Progress. 1980. 304 p.
2. Marcuse H. One-dimensional man. Publishing house: ACT. 2003. 336 p.
3. Reports to the Club of Rome. <https://clubofrome.org/publications/>
4. Meadows D., Medows D., Randers J. The limits to Growth. 1972. 2007 p.
5. Mesarovic M., Pestel E. Mankind at the Turning Point. 1974. 2010 p.
6. Tinbergen J. RIO Report: Reshaping the International Order. 1976. 325 p.
7. Ervin László et al. Goals for Mankind: On the New Horizons of Global Community. 1997. 374 p.
8. Ervin László and Judah Bierman. Goals in a Global Community: The Original Background Papers for Goals for Mankind. 1977. 335.
9. Dennis Gabor, Umberto Colombo et al. Beyond the Age of Waste. 1978. 335 p.
10. Thierry de Montbrial. Energy: the countdown. 1979. 256 p.
11. James W. Botkin, Mahdi Elmandjra and Mircea Malitza. No Limits to Learning: Bridging the Human Gap. 1979. 159 p.
12. Bohdan Hawrylyshyn. Road Maps to the Future: towards more effective societies. 1980. 193 p.
13. Maurice Guernier. Tiers-Monde: Trois Quarts du Monde. 1980. 153 p.
14. Orio Giarini. Dialogue on Wealth and Welfare: An Alternative View of World Capital Formation. 1980. 406 p.

15. Jean Saint-Geours. L'Imperatif de Cooperation Nord-Sud: La Synergie des Mondes. 1981. 124.
16. Adam Schaff and Gunter Friedrichs. Microelectronics and Society, for Better and for Worse. 1982. 353 p.
17. René Lenoir. Le Tiers Monde peut se Nourir: Les communautés de base, acteurs du développement. 1984. 210 p.
18. Bertrand Schneider. The Barefoot Revolution. 1985. 296 p.
19. Elisabeth Mann-Borgese. The Future of the Oceans. 1986. 160 p.
20. Aklilu Lemma and Pentti Malaska. Africa beyond Famine. 1989. 372 p.
21. Bertrand Schneider. Africa Facing its Priorities. 1988. 128 p.
22. Eduard Pestel. Beyond the Limits to Growth. 1988. 191 p.
23. King A., Schneider B. The First Global Revolution. 1991. 259 p.
24. Bertrand Schneider. The Scandal and the Shame: Poverty and Underdevelopment. 1995. 168 p.
25. Bulgakov C. Philosophy of Economy. Publishing house: Terra. 2008. 352 p.
26. Carroll A.B. The pyramid of corporate social responsibility: toward the moral management of organizational stakeholders, Business Horizons, July-August 1991.
27. Analytical report on the results of the foresight "Social responsibility of business in Russia in the XXI century". Moscow, 2014.
28. Blagov Y. The concept of corporate social responsibility and strategic management. Rossijskij zhurnal menedzhmenta: № 3, 2004. P. 17-34.
29. Savchenko A. Analytical study of corporate philanthropy of companies in Russia. Centr korporativnoj socialnoj otvetstvennosti im. PrajsvoterhausKupers Vyshej shkoly menedzhmenta SPbSU. Moscow. 2011.
30. Glebova I. Social responsibility of business in Russia and abroad: Textbook (Socialnaya otvetstvennost biznesa v Rossii i za rubezhom: Uchebnoe posobie). - Kazan: Kazanskij gosudarstvennyj universitet im. V.I. Ulyanova-Lenina, 2008.
31. Krichevskij N., Goncharov S. Corporate social responsibility (Korporativnaya socialnaya otvetstvennost). Moscow, 2006.
32. Yakovleva V. How a business can become "good": corporate social responsibility in theory and practice. Recenziya. Zhurnal issledovanij socialnoj politiki 8 (4).
33. International Standard ISO 26000:2010, Guidance on social responsibility. <https://www.iso.org/files/live/sites/isoorg/files/store/en/PUB100258.pdf>
34. Is Ethical AI even possible? New York Times, March, 2019. <https://www.nytimes.com/2019/03/01/business/ethics-artificial-intelligence.html>
35. Insights from the 2020 World's Most Ethical Companies, report, by Ethisphere. <https://ethisphere.com/2020wmeinsights/>
36. Darnault C. & Parcollet, Titouan & Morchid, Mohamed. (2019). Artificial Intelligence: A Tale of Social Responsibility. https://www.researchgate.net/publication/335397190_Artificial_Intelligence_A_Tale_of_Social_Responsibility
37. Williams Paul F. The Focus of Professional Ethics: Ethical Professionals or Ethical Profession? In Research on Professional Responsibility and Ethics in Accounting, 15-

35, 2010.

38. Ardichvili A, Jondle D., Wiley J., Cornacchione E., Li J., Thakadipuram T. Building Ethical Business Cultures: BRIC by BRIC. The European Business Review (2013).

TOPIC #5. EXAMPLES OF ETHICAL AND AESTHETIC IMPLEMENTATION OF ENTREPRENEURIAL ACTIVITY.

Beauty as a criterion for entrepreneurial truth. Outstanding entrepreneurial projects and their role in the economic history of humanity.

Civilization and culture.

The role of ethics and aesthetics in global evolutionism, as well as their impact on the economy of the future.

Assigned readings:

1. Top 20 corporate social responsibility initiatives of 2018.

<https://www.smartrecruiters.com/blog/top-20-corporate-social-responsibility-initiatives-of-2018/>

2. Insights from the 2020 World's Most Ethical Companies, report, by Ethisphere.

<https://ethisphere.com/2020wmeinsights/>

3. Ford H. My life and Work / Henry Ford; translated into English E.A. Kachelina. – Moscow: ACT, 2013. – 349 p. ISBN: 978-5-17-077968-0.

4. Litau E. Aesthetics as a source of entrepreneurial creativity // Э Economics: Yesterday, Today and Tomorrow. 2019, Vol. 9, № 9A, 2019. – P. 336-347.