

All Course Description for IPW Ethics Week

Holger Buck htw saar University of Applied Sciences

Course name	The legal basis for business ethics from a German lawyer's perspective – Practical Approach
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input checked="" type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	Participants use a practical approach to the legal aspects of business ethics faced by German companies acting in an international environment; participants understand and practice how to <ul style="list-style-type: none"> • identify legal issues relating to business ethics in the respective areas • analyze the general structure of relevant EU law, internationally leading foreign laws and internationally accepted legal standards • apply this knowledge by analyzing and evaluating cases which reflect standard business situations.
Course Contents	<ul style="list-style-type: none"> • Freedom of contract and its limitations • consumer protection in the EU • employee protection in the EU

	<ul style="list-style-type: none"> • rules for playing the market (EU cartel law and internationally relevant anti-corruption laws applicable to internationally active listed companies) • legal issues regarding business ethics in relation to the shareholder (corporate governance, insider trading), rights of shareholders and transparency towards (potential) shareholders of a company listed on a European stock exchange (cf detailed course outline)
Course Lessons	<p>Contact Lesson 1 (Monday): Freedom of contract and limitations</p> <p>Contact Lesson 2 (Tuesday): consumer protection, employee protection</p> <p>Contact Lesson 3 (Wednesday): rules for playing the market (EU and international law)</p> <p>Contact Lesson 4 (Thursday): legal issues regarding business ethics in relation to the shareholder</p>
Evaluation Criteria	<p>x grade 0-5</p> <p><input type="checkbox"/> pass / fail</p>
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <p><input type="checkbox"/> Communication & Co-operation skills</p> <p><input type="checkbox"/> Abstract, Analytical & Critical Thinking</p> <p><input type="checkbox"/> Research and Development Skills</p> <p>x Entrepreneurial thinking</p> <p><input type="checkbox"/> Learning Skills and Self Efficacy</p> <p>x Ethical Responsibility</p>
Subject Specific Competences	<p><i>Choose as many options as necessary</i></p> <p>x International Business Awareness</p> <p><input type="checkbox"/> Intercultural Adaptability</p> <p><input type="checkbox"/> International Operations Management</p> <p><input type="checkbox"/> International Marketing Management</p> <p>x International Strategic Management</p> <p>x Organisational Development</p>

Course name	Running a Business – The impact of Rules of Fairness and Human Rights on Contract Law
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input checked="" type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	<p>Students will understand the concept of Human Rights and their impact on Contract Law. They are able to analyse cases with ethical implications and give an assessment with a sound legal solution. They know the concept of General Contract Terms as well as their limits. They have reached an awareness of ethical behaviour when entering into business transactions.</p>
Course Contents	<p>There is a widespread discussion on a Code of Ethics for the conduct of private parties, in particular companies. Often the respect for Human Rights and non-discrimination principles are thrown into the bargain. On the other hand, any business transaction relies on the principle of freedom of contract. A thin line divides the need for private entities to conduct their business freely in the way they see fit and the need of society to limit this freedom for ethical purposes. The course will analyse the history and concept of Human Rights and their impact on contract law. It will also show that</p>

	contract law itself has developed over centuries detailed rules for fair and equitable behaviour, which limit the scope of freedom of contract.
Course Lessons	Contact Lesson 1 (2x45 min.): Ethics and Law Contact Lesson 2 (4x45 min.): Human Rights Contact Lesson 3 (4x45 min.): Principles of Fairness Contact Lesson 4 (4x45 min.): Unfair Contract Terms, Formations of Contract
Evaluation Criteria	<input checked="" type="checkbox"/> grade 0-5 <input type="checkbox"/> pass / fail
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<i>Choose as many options as necessary</i> <input checked="" type="checkbox"/> Communication & Co-operation skills <input checked="" type="checkbox"/> Abstract, Analytical & Critical Thinking <input checked="" type="checkbox"/> Research and Development Skills <input type="checkbox"/> Entrepreneurial thinking <input type="checkbox"/> Learning Skills and Self Efficacy <input checked="" type="checkbox"/> Ethical Responsibility
Subject Specific Competences	<i>Choose as many options as necessary</i> <input checked="" type="checkbox"/> International Business Awareness <input checked="" type="checkbox"/> Intercultural Adaptability <input type="checkbox"/> International Operations Management <input type="checkbox"/> International Marketing Management <input type="checkbox"/> International Strategic Management <input type="checkbox"/> Organisational Development

Course name	Ethical Communication in Advertising, PR & Social Media
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	<p>Students will have a better knowledge of ethical issues concerning the communicative activities of companies or NGOs.</p> <p>They are able to create messages in accordance with the ethical dimension of communication.</p> <p>Apart from that they will develop social and rhetorical skills as they work together in groups and present the outcome of their work.</p>
Course Contents	<p>The course will deal with advertising, public relations and social media communication from an ethical perspective. How do companies ensure that they get awareness on the one hand and respect the interests of people on the other hand?</p> <p>Finally, students create a campaign on their own, applying the knowledge they gained before.</p>
Course Lessons	<p>Contact Lesson 1 (Monday): Introduction to the topic, definitions</p> <p>Contact Lesson 2 (Tuesday): Ethics in advertising and public relations</p>

	Contact Lesson 3 (Wednesday): Ethics in social media communication Contact lesson 4 (Thursday): Create your own campaign!
Evaluation Criteria	x <input type="checkbox"/> grade 0-5 <input type="checkbox"/> pass / fail
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<i>Choose as many options as necessary</i> <input type="checkbox"/> Communication & Co-operation skills <input type="checkbox"/> Abstract, Analytical & Critical Thinking <input type="checkbox"/> Research and Development Skills <input type="checkbox"/> Entrepreneurial thinking <input type="checkbox"/> Learning Skills and Self Efficacy x <input type="checkbox"/> Ethical Responsibility
Subject Specific Competences	<i>Choose as many options as necessary</i> <input type="checkbox"/> International Business Awareness <input type="checkbox"/> Intercultural Adaptability <input type="checkbox"/> International Operations Management <input type="checkbox"/> International Marketing Management <input type="checkbox"/> International Strategic Management <input type="checkbox"/> Organisational Development

Luuk Collou Saxion

Course name	Ethics & Capital; ethical decision making in international business and finance
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input checked="" type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	At the end of this week student should be able to define and elaborate upon ethics, capital and understand the dynamics that play a role when the concept of right and wrong is questioned in business context.
Course Contents	See week schedule
Course Lessons	See week schedule
Evaluation Criteria	<input checked="" type="checkbox"/> grade 0-5 <input type="checkbox"/> pass / fail
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<i>Choose as many options as necessary</i> <input checked="" type="checkbox"/> Communication & Co-operation skills <input checked="" type="checkbox"/> Abstract, Analytical & Critical Thinking <input type="checkbox"/> Research and Development Skills <input type="checkbox"/> Entrepreneurial thinking

	<ul style="list-style-type: none"> x Learning Skills and Self Efficacy x Ethical Responsibility
Subject Specific Competences	<i>Choose as many options as necessary</i> <ul style="list-style-type: none"> x International Business Awareness x Intercultural Adaptability <input type="checkbox"/> International Operations Management <input type="checkbox"/> International Marketing Management <input type="checkbox"/> International Strategic Management x Organisational Development

William Scarff Wolverhampton

Course name	Working abroad: challenges and moral difficulty
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<ul style="list-style-type: none"> x<input type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<ul style="list-style-type: none"> x<input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<ul style="list-style-type: none"> x<input type="checkbox"/> 1st Year x<input type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	<p>1 Analyse concepts of Corporate Social Responsibility (CSR) and business ethics.</p> <p>2 Discuss the relevance of ethical and CSR concepts for the overseas worker and the international company.</p>
Course Contents	Key question 'How can, or should we respond to the guidance "When in Rome, do as the Romans do?"'

	<p>The company worker abroad. How much can an employee keep national identity when living in a foreign country?</p> <p>Globalization. Are nations becoming more similar, or are they (defiantly) different? Brief overview of the history of the European Union: centralizing tendencies such as the Euro and tendencies to separation such as Scottish independence: relations with non EU nations such as Russia.</p> <p>Tensions opportunities and problems for large companies and employees operating across national borders. Ethical and csr dilemmas created by globalization, for example child labour, remote call centres, national taxation and transfer pricing.</p> <p>The international company: identity and difference in each nation where it operates. Some influences of culture geography and language.</p> <p>Finland as context: contribution by and with Finnish students. Case study on the Deepwater Horizon disaster in the Gulf of Mexico.</p> <p>Main themes 1 Personal ethics theory, including deontology and teleology, virtue ethics. Why do good people behave badly at work?</p> <p>2 CSR definition and relevance: identification of stakeholders</p> <p>3 Impact of technology on personal ethics and organisational practice, including the development of aviation, and the movement of goods and people it has enabled.</p> <p>4 A topical question, for national political debate. Is fracking for oil responsible or irresponsible? How can or should companies react to the twin pressures of consumer demand and environmental protection?</p>
<p>Course Lessons</p>	<p>Contact Lesson 1:Introduction to corporate social responsibility, ethics and stakeholders</p>

	<p>Contact Lesson 2: The employee abroad 'What am I supposed to do?' First look at the Deepwater Horizon case study</p> <p>Contact Lesson 3: Globalization, the impact of technology, a second look at the case study.</p> <p>Contact Lesson 4: Some cases on working abroad. Difficulties for companies trading abroad. Review of csr and ethics theories.</p>
Evaluation Criteria	<p><input checked="" type="checkbox"/> grade 0-5</p> <p><input type="checkbox"/> pass / fail</p>
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <p><input type="checkbox"/> Communication & Co-operation skills</p> <p><input type="checkbox"/> Abstract, Analytical & Critical Thinking</p> <p><input type="checkbox"/> Research and Development Skills</p> <p><input type="checkbox"/> Entrepreneurial thinking</p> <p><input type="checkbox"/> Learning Skills and Self Efficacy</p> <p><input checked="" type="checkbox"/> Ethical Responsibility</p>
Subject Specific Competences	<p><i>Choose as many options as necessary</i></p> <p><input checked="" type="checkbox"/> International Business Awareness</p> <p><input checked="" type="checkbox"/> Intercultural Adaptability</p> <p><input type="checkbox"/> International Operations Management</p> <p><input type="checkbox"/> International Marketing Management</p> <p><input type="checkbox"/> International Strategic Management</p> <p><input type="checkbox"/> Organisational Development</p>

Course name	Cross-Cultural Values and Business Ethics
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	x <input type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	x <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	x <input type="checkbox"/> 1st Year x <input type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	<ol style="list-style-type: none"> 1. To understand cross-cultural values and understand their impact on business in a global context. 2. To apply values frameworks to understand diverse ethical perspectives. 4. To examine the complexities of managing ethical decisions in the context of a global. 5. To develop awareness of cross-cultural differences and their influence on perceptions of ethics. 6. To increase ethical sensitivity so that students are able to consider ethical issues from multiple perspectives.
Course Contents	<p>Frameworks: Hofstede's programmed value patterns, Project GLOBE, moral foundations theory.</p> <p>Content: This course will examine the challenges of ethical diversity and ethnocentrism in a global context. Students will learn influence of cross-cultural values and norms have in shaping ethical viewpoints and decision-making. Strategies for engaging in</p>

	<p>ethical organizational citizenship will be explored.</p> <p>Approach: Using a team-based approach, students will develop an understanding of concepts and principles, and be required to apply that knowledge in applied exercises.</p>
Course Lessons	<p><i>Contact Lesson 1: Cross-Cultural Frameworks.</i> This lesson will introduce the frameworks (e.g. Hofstede's Programmed Value Patterns, The GLOBE project, and Moral Foundations Theory). In-class discussion and exercises will focus on scenarios displaying cross-cultural differences and how they influence perceptions of behavior.</p> <p><i>Contact Lesson 2: Understanding Ethics from a Cross-Cultural Perspective.</i> This lesson will examine specific ethical dilemmas that exist in a global context. In-class discussion and exercises will involve students engaging in problem-solving related to ethical challenges.</p> <p><i>Contact Lesson 3&4: Ethical Organizational Citizenship in a Global Context</i> This lesson will identify principles that can be applied to promote ethical organizational citizenship in global business and identify strategies to resolve ethical cross-cultural conflicts. In-class discussion and exercises will focus on the application of principles and strategies in response to ethical dilemmas.</p>
Evaluation Criteria	<p><input checked="" type="checkbox"/> grade 0-5</p> <p><input type="checkbox"/> pass / fail</p>
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <p><input checked="" type="checkbox"/> Communication & Co-operation skills</p> <p><input checked="" type="checkbox"/> Abstract, Analytical & Critical Thinking</p> <p><input type="checkbox"/> Research and Development Skills</p> <p><input type="checkbox"/> Entrepreneurial thinking</p> <p><input type="checkbox"/> Learning Skills and Self Efficacy</p> <p><input checked="" type="checkbox"/> Ethical Responsibility</p>
Subject Specific Competences	<i>Choose as many options as necessary</i>

	<input type="checkbox"/> International Business Awareness <input checked="" type="checkbox"/> Intercultural Adaptability <input type="checkbox"/> International Operations Management <input type="checkbox"/> International Marketing Management <input checked="" type="checkbox"/> International Strategic Management <input type="checkbox"/> Organisational Development
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Neil Fletcher Sheffield Hallam University

Course name	International Listed Companies: Corporate Social Responsibility and Corporate Governance
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input checked="" type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	
Course Contents	<p>Adopting an ethical perspective we will consider:</p> <ul style="list-style-type: none"> • Critical Corporate Social Responsibility, and • International Corporate Governance <p>The poster presentation will require students to briefly analyse an International Listed Company of their own choice.</p>

<p>Course Lessons</p>	<p><i>Illustrative content: exact details might change.</i></p> <p>Contact Lesson 1: Introduction</p> <p>Examples of <i>International Listed Companies</i></p> <p>How do we know what is right?</p> <p>Righteousness, justice and equity!</p> <p>Michael Sandel: Justice Edward Freeman: Stakeholder Capitalism Grudem and Asmus: The Poverty of Nations</p> <p>Contact Lesson 2: International Corporate Governance; Transparency; Accountability and Reporting</p> <p>Introduction to Corporate Governance</p> <p>John Rawls: Veil of Ignorance</p> <p>Varieties of Capitalism: helping understand International Stock Markets</p> <p>Classic cases of bad Corporate Governance</p> <p>UK Corporate Governance Code</p> <p>Contact Lesson 3: Critical CSR</p> <p>Carroll's Pyramid: how to analyse a Large Listed Company using this ethical tool</p> <p>Practice case studies from around the world</p> <p>Two personal case studies</p> <p>Critiquing Carroll's pyramid using other ethical theories</p>

	<p>Contact Lesson 4: Who does this point to? What does this lead to?</p> <p>Directors and Remuneration</p> <p>Global Reporting Initiative</p> <p>Integrated Reporting</p> <p>Creative Communication</p>
Evaluation Criteria	<p><input checked="" type="checkbox"/> grade 0-5</p> <p><input type="checkbox"/> pass / fail</p>
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <p><input type="checkbox"/> Communication & Co-operation skills</p> <p><input type="checkbox"/> Abstract, Analytical & Critical Thinking</p> <p><input type="checkbox"/> Research and Development Skills</p> <p><input type="checkbox"/> Entrepreneurial thinking</p> <p><input type="checkbox"/> Learning Skills and Self Efficacy</p> <p><input checked="" type="checkbox"/> Ethical Responsibility</p>
Subject Specific Competences	<p><i>Choose as many options as necessary</i></p> <p><input type="checkbox"/> International Business Awareness</p> <p><input type="checkbox"/> Intercultural Adaptability</p> <p><input type="checkbox"/> International Operations Management</p> <p><input type="checkbox"/> International Marketing Management</p> <p><input type="checkbox"/> International Strategic Management</p> <p><input type="checkbox"/> Organisational Development</p>

Course name	Social Impact Management
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	Students will understand universal ethical principles, and will be able to assess long term societal impacts certain business decisions have. Students will be positive role models in business world.
Course Contents	<p><i>Social Impact Management</i> concentrates on often conflicting of business needs and wider societal concerns. Companies are not operating in vacuum and there is a strong interdependency between them and environment they work in. Social Impact Management is combination of Business Ethics, Corporate Social Responsibility, Risk Management and even Public Relations.</p> <p>This course concentrates on 3 different areas: 1) Ethical framework and different approaches. It is important to understand that field of ethics is more complex than just questions of right and wrong. We look at utilitarian, deontological and virtue ethics, and</p>

	<p>discuss things from personal perspective.</p> <p>2) We have several real life cases where we try to determine Social Impact and issues of right and wrong.</p> <p>3) We try to determine a positive and sustainable way to build a better world and better companies.. We cover different ethical these two realities.</p>
Course Lessons	<p>Contact Lesson 1 (Monday): Ethical Framework, personal ethics</p> <p>Contact Lesson 2 (Tuesday): Case McDonald's, Case Sea World</p> <p>Contact Lesson 3 (Wednesday): Case Dole, Case Big Pharma</p> <p>Contact Lesson 4 (Thursday): Game Changers and solutions</p> <p>Contact Lesson 5 (Friday): Poster presentation</p>
Evaluation Criteria	<p><input checked="" type="checkbox"/> grade 0-5</p> <p><input type="checkbox"/> pass / fail</p>
Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <p><input checked="" type="checkbox"/> Communication & Co-operation skills</p> <p><input checked="" type="checkbox"/> Abstract, Analytical & Critical Thinking</p> <p><input type="checkbox"/> Research and Development Skills</p> <p><input type="checkbox"/> Entrepreneurial thinking</p> <p><input checked="" type="checkbox"/> Learning Skills and Self Efficacy</p> <p><input checked="" type="checkbox"/> Ethical Responsibility</p>
Subject Specific Competences	<p><i>Choose as many options as necessary</i></p> <p><input checked="" type="checkbox"/> International Business Awareness</p> <p><input type="checkbox"/> Intercultural Adaptability</p> <p><input type="checkbox"/> International Operations Management</p> <p><input checked="" type="checkbox"/> International Marketing Management</p> <p><input checked="" type="checkbox"/> International Strategic Management</p> <p><input checked="" type="checkbox"/> Organisational Development</p>

Course name	Ethics and Young Consumer.
Course name in Finnish / Nimi suomeksi	NA
ECTS	2/3 ECTS
Course Code	NA
Course Type	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Course Level	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Core Requirement Studies <input type="checkbox"/> Professional Studies <input type="checkbox"/> Minor Studies / Elective Studies <input type="checkbox"/> Work Placement <input type="checkbox"/> Bachelor's Thesis
Timing	<input checked="" type="checkbox"/> 1st Year <input checked="" type="checkbox"/> 2nd Year <input type="checkbox"/> 3rd – 4th Year
Learning Outcomes	Course participants should acquire information and skills to effectively create strategies to prevent young consumers from being exploited by unscrupulous manufacturers wishing to sell them products which are dangerous for their physical and psychological development. Participants will also acquire the skills necessary for professionally presenting a poster as effectively as possibly at a poster session
Course Contents	The course will begin with a short lecture in which we define ethics for the purposes of the research we will undertake. Participants will then be presented with some examples of advertisements which will be analysed in detail in order to show how companies attract young people to buy their products. We will also consider the (often subtle) techniques used in such unethical marketing strategies and focus on the potential dangers to both the long and short term physical and psychological development of these young consumers, and

	<p>also consider the implications of such unethical marketing practices for our society as a whole in the years to come. Special attention will be paid to the role of parents, teachers, educators, etc. in the protection of children and teenagers and we will consider the extent to which it may be possible for the aforementioned adults to fight such unscrupulous markets with effectively devised prevention and information campaigns.</p>
<p>Course Lessons</p>	<p>Contact Lesson 1: General introduction to the topic of ethics as it is to be understood for the purposes of this project. Introduction to some of the kinds of products and services usually aimed at young people and assignment of primary research tasks.</p> <p>Contact Lesson 2: Review of feedback from course participants, detailed analysis of specific products and services and how they are advertised unethically and a short talk on how the changing nature of our society over the last 40 years plays a role in the proliferation of unethical marketing campaigns aimed at children and teenagers. We will also focus on some research I carried out with professionals in the social field who are active in youth social work and we will analyse the findings of this within the framework of our project. Further research tasks will be assigned for the following day of classes and students should work on coming up with a first draft of a poster they could present in the final session.</p> <p>Contact Lesson 3 & 4: Review of all work done the previous day by students and we will discuss how the final presentation poster should look. We will also discuss professional approaches to poster presentation so that participants will acquire the professional skills necessary to present their poster on the final day.</p>
<p>Evaluation Criteria</p>	<p>x <input type="checkbox"/> grade 0-5 <input type="checkbox"/> pass / fail</p>

Prerequisites and Co-requisites	NA
Generic Competences in International Programs	<p><i>Choose as many options as necessary</i></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Communication & Co-operation skills <input checked="" type="checkbox"/> Abstract, Analytical & Critical Thinking <input checked="" type="checkbox"/> Research and Development Skills <input type="checkbox"/> Entrepreneurial thinking <input checked="" type="checkbox"/> Learning Skills and Self Efficacy <input checked="" type="checkbox"/> Ethical Responsibility
Subject Specific Competences	<p><i>Choose as many options as necessary</i></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> International Business Awareness <input type="checkbox"/> Intercultural Adaptability <input type="checkbox"/> International Operations Management <input type="checkbox"/> International Marketing Management <input type="checkbox"/> International Strategic Management <input type="checkbox"/> Organisational Development