

Visiting Lecturers and Course Descriptions

AUSTRIA

Monika Kovarova-Simecek
University of Applied Sciences of St. Pölten

Financial Reporting and Business Ethics

This course will look into financial reporting from a business ethics point of view. Some of the themes covered during the course are corporate governance systems, top management frauds and accounting fraud, Sarbanes-Oxley-Act and codes of corporate governance.

FRANCE

Alexandros Dimitriadis
ESDES Catholic University of Lyon

SRI Funds - Moralizing Investment Procedures

This course will focus on Socially Responsible Investment (SRI), which has been promoted, by professionals and academics alike, as a way of moralizing investment procedures. By the end of the course students should be able to describe how an investment fund is set up, differentiate between a typical and an SRI fund, and eventually answer for themselves the fundamental question "are SRI funds substantially more ethical than typical funds?"

GERMANY

Michael Jaensch
HTW Berlin

Freedom of contract vs. Fairness

Business ethics involves the efforts of business organisations to meet their economic and social responsibilities. These responsibilities exist not only to stockholders, employees, the community, and the media but also and in particular to existing or potential business partners. Parties are free to decide whom they choose as their contractual partner and on what to agree in the contract. In the negotiation process parties naturally seek the best possible deal in their respective interest. However, there are limits of fairness the parties must not exceed. This course will take a look at these limits of fairness as opposed to the freedom of contract from a business ethical point of view.

Maurice Roche
Fachhochschule Nordhausen

Ethics and Young Consumers

This course will look into the unscrupulous ways in which young people are targeted by companies seeking to sell age-inappropriate products and services to children and adolescents. The main focus will be on the kinds of products and services that pose a danger to the development and general well-being of young people and the consequences of such aggressive marketing on the victims as well as on the society as a whole in the long run.

Barbara Weitz
Hochschule fuer Technik und Wirtschaft des Saarlandes

Business ethics and the law: The legal basis for ethical standards in business dealings

This course will take a practical approach to legal standards in areas influenced by the European law, internationally accepted legal standards or internationally leading national laws. The course will concentrate on the limitations on the freedom of contract, the rules for playing the market and transparency towards shareholders and investors.

Birgit Weyer
Fachhochschule für Wirtschaft und Recht Berlin

From Oxymoron Case to Integrity Case - a Call for Moralization of Management

This course will look at corporate social responsibility and how managers may influence ethical business practice in the international context. Corporate Social Responsibility (CSR) will be approached from three different aspects: the Oxymoron Case, The Business Case and The Integrity Case.

THE NETHERLANDS

Floor de Groot
Utrecht University for Applied Sciences

Connection First: Personal Leadership in an Intercultural Setting

This course will look at leadership in intercultural settings. It will focus on the social, political and ethical issues related to intercultural attitude, intercultural cases, adaptation strategies and training.

Natalia Lutovinova
NHTV

Business Ethical Traditions in the Eastern and the Western European Countries

This course will compare business ethical traditions in the eastern and the western European countries based on their corruption rankings. The focus will be on supply chain management.

Andreas Rijkeboer
Saxion University of Applied Sciences

HRM and Business Ethics

This course will look into HR policies in dealing with hiring, assessing and firing people and the ethical issues that apply to these. Students will learn theories on HRM, psychology, behaviour and how to deal with employees not being ethical. They will get an understanding and awareness of their own vision regarding ethics.

Piet Westerhuis
Windesheim University

Globalization and Sustainability as Key Subjects in Business Ethics

This course will concentrate on globalization as the key context and sustainability as the key goal for Business Ethics. It will look into the ethical challenges of globalization and the global marketplace as well as consumers and corporate citizenship.

THE UK

Giovanna Battiston
Sheffield Business School at Sheffield Hallam University

Ethics in Global Brand Management

The course will look into the notion of brand equity and when and where it is appropriate to apply ethical practices to build brand differentiators. It will focus on the relevance of ethical brand management in the quest for sustainable competitive advantage across diverse markets at different stages of economic development.

Fariba Darabi
Sheffield Business School at Sheffield Hallam University

Ethics in International Business

This course will examine the key issues relating to ethics in the context of international business, with particular reference to corporate social responsibility and sustainability. The course will address the key ethical issues in international business from the perspectives of various stakeholders, including business owners and managers, employees, consumers and the wider society.

Nasser Jamalkhan
University of Hertfordshire

The Importance and Impact of Business Ethics in Corporate Social Responsibilities

This course will look at business ethics from both a theoretical and a practical viewpoint. There will be a mix of stakeholders, resource-based theories with a link to business ethics practices. By the end of the course the students should be able to understand the influence of ethical practice in the internationalization process and the impact of pressures from stakeholders to protect the environment. They will also understand how the CSR principles are linked to the organisation's growth and performance.

Martina Pollakova
University of Hertfordshire

The Theory and Practice of a Multinational Firm

This course will focus on multinational enterprises and the differences in their behaviour and actions from a business ethics point of view. Some of the themes covered during the course are the role of globalisation in shaping the companies, the decisions about the location and the impact that multinationals have on the host economies as well as the potential impact that the multinationals may have on ethical issues in international business, such as employment practices, human rights and environmental issues.

Lucy Zheng
Wolverhampton University

Straw Men Approaches to International Business Ethics

This course will look at the straw men approaches to business ethics discussing the Friedman doctrine, cultural relativism, the righteous moralist and the naive immoralist.