
האוניברסיטה העברית בירושלים

סילבוס

אתיקה בעסקים - 55527

תאריך עדכון אחרון 14-03-2023

נקודות זכות באוניברסיטה העברית: 3

תואר: בוגר

היחידה האקדמית שאחראית על הקורס: מנהל עסקים

השנה הראשונה בתואר בה ניתן ללמוד את הקורס: 0

סמסטר: סמסטר ב'

שפת ההוראה: עברית

קמפוס: הר הצופים

מורה אחראי על הקורס (רכז): ד"ר יוחנן ביגמן

דוא"ל של המורה האחראי על הקורס: yochanan.bigman@mail.huji.ac.il

שעות קבלה של רכז הקורס: רביעי 11-12, בתאום מראש

מורי הקורס:

תאור כללי של הקורס:

Leaders in the 21st century confront a daunting set of challenges. Increasing globalization means doing business in countries with radically different values. At the same time, public awareness and scrutiny of business practices has never been higher. Finally, the combination of technology, globalization and ever-present media are leading to rapid cultural and ethical transformations. The focus of this course is on helping the next generation of leaders navigate this landscape and become wiser leaders capable of designing ethical organizations and understanding the consequences of their decision-making.

A company's ethical and moral reputation is part of its strategic positioning. Workers are willing to accept lower wages to work in an ethical company, and expect higher pay to work in an unethical one. Unethical reputation can bring the scrutiny of legislators and regulators (e.g., Facebook/Meta in 2021), reduce demand to the company's products, and lower stock prices. An ethical reputation can increase the attractiveness of a business as a trade partner, and allow the company to charge a premium for its products (e.g., fair-trade). To successfully navigate ethical issues that arise in business, managers need tools that will help them in ethical decision-making.

The course is multi-disciplinary. The focus will be to provide managers with tools that will: 1) increase their awareness of the ethical dimensions of business; 2) assist them in ethical decision-making; and 3) help them understand how they might be judged for the decisions they make. The course will have three parts. In the first part we will learn the fundamentals of moral psychology – how people form judgments of each other and the consequences of such judgments. In the second part of the course, we will focus on ethical and moral considerations in businesses and discuss issues such as: the moral obligations of businesses, the advantages and disadvantages of a company's ethical behavior, and ethical behavior of employees.

In the third part of the course, we will use the tools and knowledge from the first two parts to discuss ethical challenges in innovative technologies. We will discuss issues such as self-driving cars, discriminatory algorithms and privacy and big data.

מטרות הקורס:

The objectives of course are:

- To increase awareness of the ethical dimension of business conduct.
 - To understand how people form moral judgment.
- To develop analytical skills for identifying and resolving ethical issues in business.
 - To practice decision-making about ethical issues.
- To analyze how lay-people's moral judgments affects businesses.

-
- To Learn tools for reasoning about what is ethical and unethical in business.

תוצרי למידה

בסיומו של קורס זה, סטודנטים יהיו מסוגלים:

The objectives of course are:

- To increase awareness of the ethical dimension of business conduct.
- To understand how people form moral judgment.
- To develop analytical skills for identifying and resolving ethical issues in business.
- To practice decision-making about ethical issues.
- To analyze how lay-people's moral judgments affects businesses.
- To Learn tools for reasoning about what is ethical and unethical in business.

דרישות נוכחות (%) :

80%

שיטת ההוראה בקורס:

רשימת נושאים / תכנית הלימודים בקורס:

- 1.Deontology and Utilitarianism
- 2.Moral Foundations and Dyadic Morality
- 3.Character-Based Approach
- 4.Moralization (how things become moral)
- 5.Doing Good and Doing Well
- 6.Judging organizations (vs. people)
- 7.Moral Courage
- 8.Ethical and Unethical Behavior
- 9.Self-Driving Cars
- 10.Algorithm Discrimination
- 11.Big Data and Privacy

חומר חובה לקריאה:
to be updated

חומר לקריאה נוספת:

הערכת הקורס - הרכב הציון הסופי :

מבחן מסכם בכתב/בחינה בעל פה 0 %
הרצאה 0 %
השתתפות 0 %
הגשת עבודה 70 %
הגשת תרגילים 0 %
הגשת דו"חות 0 %
פרויקט מחקר 0 %
בחנים 0 %
אחר 30 %
מטלות שוטפות

מידע נוסף / הערות:
הסיליבוס יתעדכן אחרי שמספר התלמידים יהיה ידוע.