The Hebrew University of Jerusalem

Syllabus

Business Ethics - 55527

Last update 14-03-2023

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Yochanan Bigman

Coordinator Email: yochanan.bigman@mail.huji.ac.il

Coordinator Office Hours: Wednesday 11-12 (email to coordiate)

Teaching Staff:

Dr. Yochanan Bigman

Course/Module description:
 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 is business, managers need to 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.

Course/Module aims:
 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.

Learning outcomes - On successful completion of this module, students should be able to:
   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.

Attendance requirements(%):
   80%

Teaching arrangement and method of instruction:

Course/Module Content:
   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

Required Reading:
 to be updated

 Additional Reading Material:

  Course/Module evaluation:

End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 70 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 30 %
ongoing assignments

<u>Additional information:</u>
The syllabus will be updated after the number of students in the class is known.