

<b>Course title: Business ethics</b>			
<b>Lecturer: Milorad Djuric</b>			
<b>Course status: Required, First Semester</b>			
<b>ECTS: 7</b>			
<b>Requirement: none</b>			
<b>Course aim:</b> Students must understand and master the theoretical and practical knowledge of business ethics and apply them successfully in business practice.			
<b>Course outcome:</b> Students need to recognize, analyze and apply basic moral principles, values and knowledge of ethical business conduct and interactive activities in the business economy, in the service sector, management and in entrepreneurship, which would return as profit-maximizing business. Students need to learn that on the market, one can be both morally responsible and profitable.			
<b>Course content:</b> Theory classes Historical development of thought on the property. Business ethics subject and method. Theoretical assumptions of business ethics. Principles and method of business ethics. Towards economy ethics. Phases of development and techniques of ethical business activities. Bribery and corruption, conflict of interest and rules of ethical conduct between companies in business. Employee moral dilemmas. Social responsibility, corporate culture and image of the company in business. The function of management and business ethics. Intercultural business ethics and business practices in the world. Business communication skills, types and channels of communication and electronic business. Public relations and business ethics. Practical classes Draft and realization of business case studies focusing on an example of moral and immoral corporate operations and business decisions.			
<b>Recommended Literature:</b>			
<ol style="list-style-type: none"> <li>1. Balj, B.; Čučković, A.; Breu, A.; Marić, R.: <i>Poslovna etika</i>, Ekonomski fakultet, Subotica, 2011.</li> <li>2. Subotić, D.: <i>Korporativna poslovna etika</i>, Univerzitet Edukons, Sremska Kamenica, 2010.</li> <li>3. De George, R.: <i>Poslovna etika</i>, Filip Višnjić, Beograd, 2003.</li> <li>4. Bauman, Sigmund: <i>Does Ethics Have a Chance in a World of Consumers?</i> Harvard University Press, Cambridge, Massachussets, London, England, 2008.</li> <li>5. Rosenral, B.S, Bushholz, A.R.: <i>Rethinking Business Ethics</i>, Oxford University Press, New York, Oxford, 2000.</li> </ol>			
<b>Number of active teaching classes</b>		Theory classes: 2	Practice classes: 2
<b>Teaching methods:</b> Lectures, exercises, consultations, case studies, group work.			
<b>Knowledge assessment</b>			
<b>Pre-exam tasks</b>	<i>points</i>	<b>Final exam</b>	<i>points</i>
In-class activity	10	written exam	30
Draft	20	.....	
First mid-term test	20		
Second mid-term test	20		