

# Ethics and Management (intensive course)

EM1F4M57A1

## Programme

PGE  
visitors

## UE

Ethics and Management

## Semestre

A

## Discipline

Human resources

## Volume horaire

27 H

## Nombre de places

45

## Ouvert aux visiteurs

Oui

## Langue

EN

---

# Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Jamal EL BAZ	<a href="mailto:j.elbaz@uiz.ac.ma">j.elbaz@uiz.ac.ma</a>	27 h

## Contribution pédagogique du cours au programme

### Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

### Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

### Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

## Descriptif

Ethics and management seeks to provide knowledge and awareness about ethical issues challenges. The course provides an outline of the main theoretical concepts in order to help students acquire skills related to identification and analysis of ethical issues in workplace and organizations. Aspects related to social and environmental responsibility, sustainability, decision making and ethical dilemmas would be presented and supplemented with real world case studies. Ethical decision-making considerations through case studies would be presented to demonstrate how integrating ethics and CSR in business processes can help organizations develop strategic advantages and performance.

Through discussion of theoretical concepts and presentation of case studies, students would be encouraged to participate and reflect on the importance of ethics in management and organizations. In addition, the students would have as an assignment a team project in which they would be in charge of either conducting social audit of an organization or develop a CSR policy for an existing or imaginary firm.

Students would acquire the following skills:

- Knowledge about Business Ethics, CSR concepts, ethical dilemmas, sustainability challenges, standards and regulations
- Awareness of how CSR can help firms develop competitive advantage and satisfy stakeholders' requirements
- Understanding the mutual relationship between financial, relational and ethical drivers in managerial decision making.
- Familiarity with tools and procedures to prevent, identify and resolve corporate fraud and corporate crises.

The course would help the students acquire the following competences:

Basic Competences

- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

---

## Organisation pédagogique

### Face-to-face

- Lectures

### In group

- Case studies/texts

### Interaction

- Discussions/debates

### Others

Aucun élément de cette liste n'a été coché.

---

## Objectifs pédagogiques

### Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) identify the relevant data to diagnose a business problem and generate sensible decision alternatives.
  - - (niv. 1) identify the sources of competitive advantage of a company to make a judgment on its sustainability in the future based on the competitive structure of the industry, the expected response of competitors and the internal resources of the company itself.
  - - (niv. 3) apply proven ethical criteria in making business decisions, respecting the intrinsic dignity of each person and the achievement of the common good
  - - (niv. 5) evaluate the information and the context of a business situation to reach its own conclusions for making prudential decisions.
  - - (niv. 6) integrate the value of diversity in the decision process and teamwork
- 

### Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) listen , understand, and contrast the points of view of others to make an objective assessment of a business situation.

---

## Objectifs de développement durable abordés

ODD n°3 - Good health and well-being  
ODD n°4 - Quality education  
ODD n°5 - Gender equality  
ODD n°8 - Decent work and economic growth  
ODD n°10 - Reduced inequalities  
ODD n°13 - Climate action

---

## Plan / Sommaire

### Lecture 1

- - -

#### Case Quiz

Introduction to Business Ethics: Meaning, Definition and importance Nature, purpose of ethics and morals for organizational interests Cultural and Human values in management  
study 1: Is there a universal ethics? 1

### Lecture 2

- - -

#### Case Quiz

Consequential and non- consequential theories Ethical dilemma  
Ethical decision making  
study 2: The Coca Cola company struggles with ethical crises 2

### Lecture 3

- - - -

#### Case Quiz

Environment Issues  
Protecting the Natural Environment  
Prevention of Pollution and depletion of Natural Resources Conservation of Natural Resources.  
study 3: Walmart: the future is sustainability 3

### Lecture 4

- - -

#### Case Quiz

Workplace Ethics  
Personal and professional ethics in the organization Discrimination, harassment - gender equality  
study 4: Nike managing missteps: sweatshops to leadership in employment practices 4

### Lecture 5

- - - -

#### Case Quiz

Organization Ethics Development System Organizational Culture and values  
Code of Ethics  
Value based Leadership and its effectiveness  
study 5: Tyco International: leadership crises 5

### Lecture 6

----

Case Quiz

Marketing Ethics and Consumer Protection

Healthy competition and protecting consumer's interest

Advertising ethics

Ethics in Accounting and Finance: Importance, issues and common problems

study 6: Arthur Andersen: Questionable accounting practices 6

Lecture 7

- Corporate social responsibility- Strategic components

- Different approaches to CSR -

- Globalization - Sustainability -

- CSR standards- Best practices

Case study 7: BP focuses on sustainability Quiz 7

Lecture 8

- Corporate Governance

- Audit committees

- Role of Independent Directors

- Protection of Stakeholders

Case study 8: Monsanto attempts to balance Stakeholders interests Quiz 8

Lecture 9: Project presentations

---

## Prérequis nécessaires

### Connaissances en / Notions clés à maîtriser

General knowledge of the following disciplines:

- Theory and history of management.

---

## Supports pédagogiques

### Mandatory tools for the course

- Computer

### Documents in all formats

- Case studies/texts

### Moodle platform

Aucun élément de cette liste n'a été coché.

## Software

- Pack Office (Word, Excel, PowerPoint, Access)

## Additional electronic platforms

Aucun élément de cette liste n'a été coché.

## **Bibliographie recommandée**

### Ouvrages principaux

- Crane, A. and Matten, D. (2010), Business Ethics. Oxford University Press, Oxford.
- Chakraborty, S. K. (1991), Management by Values: Towards Cultural Congruence, Oxford University Press.
- Ferrell, F and Ferrel, L., (2017), Business Ethics: Ethical Decision Making and Cases. Boston, MA, Cengage Learning.
- Velasquez, M. G. (2012), Business Ethics: concepts and cases, Boston: Pearson Education.

### Littérature complémentaire

<https://www.coursera.org/learn/success-with-integrity-business-ethics-foundation>

### Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...  
Aucun ouvrage n'a été renseigné.

## **Modalités d'évaluation**

### Liste des modalités d'évaluation

**Evaluation intermédiaire / contrôle continu 1** Autre (date, contrôle surprise...) : -  
Orale / individuelle / Anglais / pondération : 20 %  
Précisions : individual class participation

**Evaluation intermédiaire / contrôle continu 2** Autre (date, contrôle surprise...) : -  
Ecrit / individuelle / Anglais / pondération : 20 %  
Précisions : tests at the end of each lecture (in class)

**Evaluation intermédiaire / contrôle continu 3** Autre (date, contrôle surprise...) : -  
Ecrit / individuelle / Anglais / pondération : 30 %  
Précisions : Individual essay

**Evaluation finale**Dernière séance

Ecrite et orale / en groupe / Anglais / pondération : 30 %

Précisions : Assignment (team projects)