

## 【Certification Course】 Responsible Entrepreneurship: International Business Ethics

### ▪ Course Introduction

This intensive, one-week course on Responsible Entrepreneurship focuses on International Business Ethics. The course is co-delivered by USJ-FBL, Globethics and Rothlin.Ltd. Globethics is an international non-governmental organisation working for ethical leadership through higher education and global engagement founded in 2004, based in Geneva, Switzerland. Rothlin Ltd. will contribute to the course design and materials development. The certificate course is an in-classroom and online hybrid course with face-to-face classes at USJ Ilha Verde Campus, and online participants can attend via Zoom. At the end of the course, participants receive a certificate co-awarded by USJ and Globethics.

### ▪ Course Schedule and Details

Dates	Time (GMT+8)	Topic(s)	Medium of instruction	Delivery of mode	Venue	Delivery of mode	Venue
				<i>(for participants in Macao)</i>		<i>(for international participants)</i>	
2024-03-11	Mon 19:00 – 21:00	Module 1	English	face-to-face lecture	University of Saint Joseph (Ilha Verde Campus)  <i>Classroom information will be provided before the class starts via E-mail notification</i>	Online lecture	Videocon Tool: Zoom  <i>Meeting ID and Passcode will be provided before the class starts via E-mail notification</i>
2024-03-12	Tue 19:00 – 21:00	Module 2					
2024-03-14	Thur 19:00 – 21:00	Module 3					
2024-03-15	Fri 19:00 – 21:00	Module 4					
2024-03-18	Mon 19:00 – 21:00	Module 5					

## ▪ Modules Descriptions

### Module 1 Stakeholder Relations

**Instructor: Professor Stephan Rothlin**

This module covers the different stakeholders' theories and ethical decisions facing different players in the market. Participants are exposed to understanding the need to integrate different viewpoints of shareholders into the business processes and strategies.

### Module 2 Employee Relations

**Instructor: Professor Parissa Haghirian**

This module delves into a company's ethical responsibilities towards employees, exploring how ethics shape the hiring process. Reflect on optimal hiring practices, identifying and addressing pitfalls like nepotism. Insights are acquired into deploying diversity measures across organisational levels, mitigating biases to promote equality, and managing challenges in cultivating workplace diversity.

### Module 3 Customer-Supplier Relations

**Instructor: Professor Parissa Haghirian**

This module explores the ethical balance between consumer autonomy and protection, examining how company decisions impact consumer safety. It covers companies' responsibility for potential harm caused by products, understands the interconnectedness of supply chains and corporate perception, and discovers customers' influence in shaping ethical production decisions, embracing the complexities of building an ethical supply chain.

### Module 4 The Company and Society

**Instructor: Professor Parissa Haghirian**

This module comprehensively explores diverse perspectives on corporate social responsibility (CSR) activities. It defines CSR and traces its evolution, prompting reflection on the motivations for companies embracing social responsibility and a balanced consideration of its pros and cons. Participants gain insight into the transformative impact of societal and customer expectations on business models, emphasising the pivotal role employees and managers play in making informed CSR decisions.

## **Module 5 The Ethical Manager**

**Instructor: Professor Parissa Haghirian**

This module explores the intricate connection between individual decision-making and business ethics, highlighting the distinctions between corporate and personal responsibility with a focus on personal integrity development. Participants discuss ethical decision points in their professional lives, analysing influential factors. The distinct business ethics environment is examined, and ethical leaders are identified as role models. Through reflections on personal leadership roles, participants gain deeper insights into the challenges of ethical management.

*Last updated: 01 March 2024*