# SYLLABUS

**1. Information regarding the program**

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| 1.1 Higher education institution | **University of Oradea** |
| 1.2 Faculty | **Faculty of Economic Sciences** |
| 1.3 Department | **Department of Business Economics** |
| 1.4 Field of study | **Business Administration** |
| 1.5 Cycle of study | **Cycle I - Bachelor** |
| 1.6 Program of study /Degree | **Business Administration / Bachelor Degree** |

**2. Information regarding the discipline**

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|---|---|---|---|---|---|---|---|
| 2.1 Name of discipline | | | **BUSINESS ETHICS** | | | | |
| 2.2 Course titleholder | | | Associate Professor Ioana POP COHUŢ, Ph. D. | | | | |
| 2.3 Seminar titleholder | | | Associate Professor Ioana POP COHUŢ, Ph. D. | | | | |
| 2.4 Year of study | III | 2.5 Semester | 6 | 2.6 Type of assessment | Ex | 2.7 Type of discipline | I |

(I) Compulsory; (O) Elective; (F) Facultative

**3. Estimated total time** (hours/semester of activities)

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|---|---|---|---|---|---|
| 3.1 Number of hours/week | 3 | out of which: 3.2 course | 2 | 3.3 seminar | 1 |
| 3.4 Total of hours in the Curriculum | 42 | out of which: 3.5 course | 28 | 3.6 seminar | 14 |
| **Distribution of hours:** | | | | | |
| Studying the workbook, course book, bibliography and notes | | | | | 21 |
| Supplementary documentation in the library, on electronic specialty sites and in the field | | | | | 12 |
| Preparing seminars/laboratories, themes, projects, portfolios and essays | | | | | 17 |
| Tutorship | | | | | 4 |
| Assessment activities | | | | | 16 |
| Other activities | | | | | |

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| 3.7 Total hours of individual study | **70** |
| 3.9 Total hours/semester | **112** |
| 3.10 Number of credits | 4 |

**4. Pre-requisites** (if applicable)

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| 4.1 Curriculum | n.a. |
| 4.2 Skills | n.a. |

**5. Conditions** (if applicable)

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| 5.1. concerning the course activities | Course room equipped with projector and whiteboard |
| 5.2. concerning the seminar/laboratory activities | • Seminar room equipped with smart table;<br>• Internet access for bibliographic documentation;<br>• Access to University of Oradea Library for bibliographic documentation. |

| 6.1. Specific skills acquired | |
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| **Professional skills** | **C1. Collection, processing and analysis of the information regarding the interaction between business environment – firm / organisation**<br>C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation<br>C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization<br>C1.3Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization<br>C1.4Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization<br>C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization<br>Designing a SWOT analysis of the firm/organization in its interaction with the external business environment<br>**C2. Assistance for administration of the assembly activity of the firm/organisation**<br>C2.1 Identification of the concepts and theories associated to the firm/organisation<br>C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation<br>C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization<br>C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization<br>C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organization<br>Elaboration of a plan for functional and structural analysis of the firm/ organization<br>**C3. Administration of the activity of a subdivision of the structure of the firm/organisation**<br>C3.1 Identification of the economic implications associated to the operation and administration of a subdivision of teh firm/organisation<br>C3.2 Explanation and interpretation of the economic and social implications associated to the operation and administration of the subdivisions of the firm/organisation<br>C3.3 Applying the specific instruments for the analysis of the functioning of a subdivision of the firm/organization<br>C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization<br>C3.5 Elaborating of a study regarding the operation and administration of a subdivision of the firm/organization<br>Projection of a research concerning the better operating of a subdivision of the firm/ organization |
| **Transversal Skills** | CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.<br>Finding real time solutions, having qualified assistance, solving a real/hypothetical problem at the workplace, complying with the rules of professional ethics.<br>CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team. Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team.<br>CT3. Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development. Developing and presenting with arguments the application of a personal professional development plan. |

**6.2. Expected learning outcomes**

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| Knowledge | The student/graduate demonstrates knowledge that facilitates:<br>analysis and understanding of what ethics is and what the objectives of an ethical code are, how it is implemented and what the responsibilities are at the workplace level; of various ethical issues in relation to stakeholders, within companies; of the norms of ethical principles and standards specific to the business environment; of ethical behavior - etiquette at work; |
| Skills | The student/graduate develops skills/abilities: intellectual and moral reasoning based on ethical systems; of communication (dialogue, debate, free support, etc.); of cooperation in joint activity in solving a training task; of decision-making, assuming responsibility, etc. |

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| Responsibility and autonomy | Responsibility and autonomy The student/graduate demonstrates the ability: to properly use a company's internal information; to comply with regulations and codes of conduct, to respect ethical principles in labor relations. |

**6.3 Objectives of discipline** (resulting from the grid of specific skills acquired)

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| General objective of discipline | • Knowledge, understanding concepts, basic theories and methods of business ethics and use this knowledge to explain and interpret concepts, situations, processes and projects specific labour relations at different levels hierarchical relationships with customers, suppliers, consumers, community and so on, how to solve the main ethical international relations, to the design and implementation of codes of ethics in organizations, social responsibility projects. |
| Specific objectives | ▪ capacity of knowledge, appreciation and valuing viewpoints on ethics in business;<br>▪ proper use of rules of conduct in the business, management, employees, external relations firm;<br>▪ Empowerment own cognitive approach in designing and implementing codes of ethics in business;<br>▪ explain key concepts and methodologies of interpretation of phenomena and processes faced by public and private organizations ethically in international affairs;<br>▪ applying the main concepts and methods used in economic diagnosis and identification of ethical issues that may arise in the evolution of the company;<br>▪ applying appropriate tools to study the behaviour different target groups to address the interests of public and / or private business ethics principles;<br>▪ application of principles and methods for resolving ethical dilemmas;<br>▪ Professional development projects using principles and specific analytical methods for improving labour relations, relationships with consumers, customers, suppliers, shareholders, community, etc.<br>▪ project development work using the principles and methods of analysis specific to the implementation and sustainability of social responsibility of the company;<br>▪ stimulate personal opinion expression and argument;<br>▪ Completion approach required to identify ethical dilemmas and ways of making an ethical decision. |

**7. Contents**

| **7.1 Course (C)** | **Teaching methods** | **Observations** |
|---|---|---|
| 7.1.1. The conceptual framework of ethics and morality. Ethics and morals | Lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.1.2. Basic principles of ethics. Ethics and influencing factors | Lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.1.3. Ethics and rights. The conceptual framework of rights ethics | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.4. Justification and classification of rights | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.5. Professional ethics. The conceptual framework of the profession and professionalism | Lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.1.6. Professional ethics. General presentation | Lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.1.7. Code of ethics, objectives, contents | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.8. Key concepts in professional ethics | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.9. Business Ethics. Ethics and morality in business | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.10. Myths and misconceptions about business | Lectures, heuristic conversation Problem-solving. | Power-point slides presentation using smart table. |
| 7.1.11. Application of business ethics. Basic principles of business ethics | Lectures, heuristic conversation Problem-solving. | Power-point slides presentation using smart table. |

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| 7.1.12. Unethical behaviour - causes and influencing factors. | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |
| 7.1.13. Ethical issues of international business | Lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.1.14. Social responsibility - concepts, principles, implications | Lectures, heuristic conversation Problem-solving, case study | Power-point slides presentation using smart table. |

**Bibliography:**


1. Pop Cohuţ, Ioana, ***Introduction to Business Ethics***, University of Oradea, Oradea; Available at: https://e.uoradea.ro/, 2026.
2. Beauchamp, Tom L., and Norman E. Bowie. ***Ethical Theory and Business***. 10th ed. Cambridge University Press, 2020.
3. Crane, Andrew, Dirk Matten, and Sarah Glozer. ***Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization***. 6th ed. Oxford University Press, 2019.
4. Treviño, Linda K., and Katherine A. Nelson. ***Managing Business Ethics: Straight Talk About How to Do It Right***. 8th ed. Wiley, 2021.
5. George, Richard T. De. ***Business Ethics***. 8th ed. Pearson, 2015.
6. Phillips, Robert A., R. Edward Freeman, and Andrew C. Wicks, eds. ***Stakeholder Theory: The State of the Art***. Cambridge University Press, 2017.
7. Painter-Morland, Mollie, and René ten Bos, eds. ***Business Ethics and Continental Philosophy***. Cambridge University Press, 2019.
8. Bowie, Norman E. ***Business Ethics: A Kantian Perspective***. 2nd ed. Cambridge University Press, 2017.
9. Brenkert, George G., and Tom L. Beauchamp, eds. ***The Oxford Handbook of Business Ethics***. Oxford University Press, 2020.
10. Hoffman, W. Michael, Robert E. Frederick, and Mark S. Schwartz, eds. ***Business Ethics: Readings and Cases in Corporate Morality***. 5th ed. Wiley, 2018.
11. Weiss, Joseph W. ***Business Ethics: A Stakeholder and Issues Management Approach***. 7th ed. Berrett-Koehler Publishers, 2021.
12. Hartman, Laura P., Joe DesJardins, and Chris MacDonald. ***Business Ethics: Decision Making for Personal Integrity and Social Responsibility***. 5th ed. McGraw-Hill, 2022.
13. Scharding, Tobey K. ***This is Business Ethics: An Introduction***. Wiley-Blackwell, 2018.
14. Schwartz, Mark S. ***Business Ethics: An Ethical Decision-Making Approach***. Wiley-Blackwell, 2017.
15. Werhane, Patricia H., and R. Edward Freeman. ***Business Ethics: The State of the Art***. Cambridge University Press, 2018.


| **7.2 Seminar (S)** | **Teaching methods** | **Observations** |
|---|---|---|
| 7.2.1. ***Organizational seminar*** | lectures, heuristic conversation | Power-point slides presentation using smart table. |
| 7.2.2. ***The conceptual framework of ethics and morality.*** Moral values | Debate, heuristic conversation | Power-point slides presentation using smart table. |
| 7.2.3. ***Ethics and rights.*** Application Model Scott Rae for ethical decision making | Case study, team work | Power-point slides presentation using smart table. Study case. |
| 7.2.4. ***Professional ethics***. Introducing the theme "my model professional". Codes of ethics - ethics application specific tools. | Heuristic conversation, Case study | Power-point slides presentation using smart table. Study case. |
| 7.2.5. ***Business Ethics in Emerging Markets -*** Understand the ethical challenges and opportunities businesses face when operating in developing economies. | Case study, team work | Power-point slides presentation using smart table. Study case. |
| 7.2.6. The Ethics of Data Privacy in the Digital Age. The ethical implications of data collection, usage, and privacy in tech-driven businesses. | Heuristic conversation, Case study | Power-point slides presentation using smart table. Study case. |
| 7.2.7. Applying business ethics. Ethics in Marketing and Consumer Protection - Explore the balance between persuasive marketing and consumer rights, focusing on transparency, truthfulness, and fairness. | Case study, team work | Power-point slides presentation using smart table. Study case. |
| 7.2.8. Ethics of Artificial Intelligence and Automation - Investigate the moral responsibilities associated with AI development, including biases, job displacement, and surveillance. | Debate, Problem solving | Power-point slides presentation using smart table. Study case. |
| 7.2.9. Ethical Leadership and Corporate Governance - Investigate how ethical leadership and strong governance influence business success and reputation. | Case study, team work | Power-point slides presentation using smart table. Study case. |
| 7.2.10. Social Media Ethics in Business - Investigate | Case study, team work | Power-point slides presentation using |

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|---|---|---|
| the ethical responsibilities of companies in managing their presence and influence on social media. | | smart table. Study case. |
| 7.2.11. Ethical issues at international case study. Corporate Philanthropy: Ethical or Strategic? Analyse whether corporate philanthropy is a genuine ethical practice or a strategic business tool. | Heuristic conversation, Case study, | Power-point slides presentation using smart table. Study case. |
| 7.2.12. Environmental Ethics - Analyse how businesses market their environmental efforts, focusing on the ethics of greenwashing and genuine sustainability. | Debate, team work | Power-point slides presentation using smart table. |
| 7.2.13. Corporate Social Responsibility (CSR) and Sustainability - Explore how businesses balance profit with positive environmental and social impacts. | Debate, team work | Power-point slides presentation using smart table. |
| 7.2.14. Final evaluation of seminar activity | Heuristic conversation | |

**Bibliography:**


1. Pop Cohuț, Ioana, ***Introduction to Business Ethics***, University of Oradea, Oradea; Available at: https://e.uoradea.ro/, 2026.
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15. Werhane, Patricia H., and R. Edward Freeman. ***Business Ethics: The State of the Art***. Cambridge University Press, 2018.


**8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program**

- Course content is consistent with those of similar disciplines taught at the undergraduate curricula of faculties in the country and abroad. In meetings with representatives of professional associations and employers, who were consulted on the content of the discipline, so that skills acquired by graduates of this specialization to meet labour market requirements. Thus, the discipline of Business Ethics, the powers assumed, provides:
- Using methods and techniques for formulating company values;
- Proper use of the principles of business ethics in labour relations, relationships with customers, consumers, suppliers and the community;
- Knowledge of the main requirements for professional conduct and ethics;
- Proper use of communication techniques and unethical situations;
- Expressing their views on the arrangements for the Code of Conduct, how to implement, efficient modes of implementation;
- Finding solutions to avoid unethical behaviours;
- Autonomy in making a request for the initiation, design and implementation of projects of social responsibility;

**9. Use of Generative Artificial Intelligence Tools**

To complete the assessment activities described in the following section—covering both lectures and seminars—students may use generative AI tools (GAITs) to generate ideas or images, rewrite text, edit or review content, and so on. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text generation, and MidJourney for

image generation.
For each assignment, students are required to submit a separate declaration—following the template provided in Annex 2 of the „Regulation on the Use of Generative Artificial Intelligence in Teaching and Research Activities at the Faculty of Economic Sciences, University of Oradea"—specifying the tool used, the specific manner of its use, and the section of the work where it was applied. This declaration must be included at the beginning of the assignment submission.

**10. Assessment**

| Type of activity | 10.1 Assessment criteria | 10.2 Assessment methods | 10.3 Percentage of the final grade |
|---|---|---|---|
| 10.4 Course (C) | - Defining, understanding and correct use of concepts, concepts of business ethics in the context of economic activities;<br>- Identification of concepts, concepts of ethical behaviours in business;<br>- List of traits, characteristics, factors, conditions and professionalism of the profession;<br>- Comparative characterization of ethical vs unethical actions, causes, factors of influence;<br>- Analysing facts and unethical behaviour and implications for economic activity and labour relations;<br>- Resolving ethical dilemmas;<br>- Construction of examples to illustrate characteristics, theories, interactions, evolutionary trends by applying ethical codes;<br>- Answer questions, participate in the work of analysis, interpretation and communication of issues for discussion; | Continuous assessment, formative:<br>- Current observation;<br>- Questioning / oral examination;<br>Summative assessment:<br>- Written test/ on-line test; | 10%<br><br><br><br>40% |
| 10.5 Seminar (S) | - Accurate response to issues raised;<br>- Degree of synthesis and answers analogy and causal relationships;<br>- Way communication, presentation and dialogue;<br>- Develop a project / study design | Continuous assessment, formative:<br>- Written test;<br>- Knowledge tests;<br>- Case study;<br>-Project presentations. | 50% |
| 10.6 Laboratory (L) | | | |
| 10.6 Project (P) | | | |
| 10.8 Practical works (P) | | | |
| 10.9 Minimum performance standard | | | |
| ▪ Knowledge and understanding of course content to the essential ideas;<br>▪ Approach to a subject at least two in the written exam;<br>▪ Proper analysis of the case study;<br>▪ Develop a project / study design. | | | |

| Date | Course titleholder: | Seminar titleholder: |
|---|---|---|
| **23.09.2026** | **Associate Professor Ioana POP COHUŢ, PhD.**<br>**.....**<br>E-mail: ipop@uoradea.ro | **Associate Professor Ioana POP COHUŢ, PhD.**<br>**.....**<br>**E-mail: ipop@uoradea.ro** |

**Date of approval in the Department:**

**24.09.2026**

**Director of Department,**

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**28.09.2026**

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