



## Undergraduate (Bachelor) Program Sep. 2016 – Feb. 2017

### 1.) Module 1617-B2: Ethics in Business Practice - Corporate Social Responsibility and Sustainability in Tourism Industries

Lecturer: Prof. Dirk Reiser, Rhine-Waal University of Applied Sciences (Germany)

Date: see semester calendar

ECTS: 5 Credits                      Total time load: 125 hours

### 2.) General Description of Seminar

Corporate Social Responsibility (CSR) has become an important consideration for businesses to attract the ethically-conscious customer. Knowledge about it is therefore a vital skill for future managers, including tourism managers.

The seminar starts with a general overview over the CSR process. This includes a history of CSR, different ethical approaches (e.g. utilitarian, rights, justice, Kantian) and their application in the business world. In the following sessions, the course is linking CSR with sustainable development by outlining the so-called triple-bottom line approach. Consequently, the topics sustainable development and sustainable tourism will be covered. Especially the basics of environmental and socio-cultural sustainability in tourism development are introduced. Case studies from the tourism industry will provide the linkage between CSR, triple-bottom line approaches and sustainable tourism.

Overall, the course provides students with the skills to make ethical managerial decisions in business with a particular focus on the tourism industry.

### **3.) Compulsory literature (including texts or scripts provided by the lecturer):**

Fennell, Manente, M., Minghetti, V. and Mingotto, E., 2014, Responsible Tourism and CSR, Assessment Systems for sustainable development of SMEs in tourism, Springer, Cham.

Shaw, W.H. and Barry, V., 2016, Moral Issues in business, 13<sup>th</sup> edition, Cengage Learning, Boston

### **4.) Assessment**

Presentation case studies (Group Work) - 25%

Summaries and critical evaluations of six articles (Individual) - 50%

Written test (Individual) - 25%

**Schedule of seminar week, remarks:**

- **Lecture (L)** is given by the lecturer, **Presentation (P)** is given by students and **Group Work (GW)** or individual **Home Work (HW)** is a task for the students to be prepared within a certain time frame and results prepared in a presentation and/or as printed report / documentation / assignment.

Day	Session I 8:30 – 10.00	Session II 10:15 -11:45	Session III 12:00 – 13:30	Session IV or Homework 14:30 – open end
Mon	L (1) Introduction to the course Introduction to Corporate Social Responsibility (CSR)	L (2) History of Ethics Ethics and CSR	L (3) CSR and business practice	(HW) Reading 1 and 2
Tue	L (4) Utilitarian approaches to ethics The rights theory: business ethics as stakeholder rights	L (5) Kantian ethics: Bound by duty? Virtue ethics- a theory for applying ethics to business?	L (6) Other ethical approaches (e.g. discourse, environmental ethics) Concluding remarks on CSR	(HW) Reading 3 and 4
Wed	L (7) Triple bottom line (TBL) approach and CSR- can it rescue the business world? TBL and sustainable development	L (8) Sustainable development- some basics Sustainable tourism- saving the world travelling?	L (9) Tourism, sustainability and ethics	(HW) Reading 4 and 5
Thu	L (10) The environmental impacts of tourism and sustainability	L (11) Economic and socio-cultural impacts of tourism and sustainability	L (12) Third world tourism and sustainability	Preparation written test and presentations, (HW) Reading 6 and 7
Fri	L (13) Conclusion: Are we on the right path to sustainable tourism?	(GW) Presentations	Written test	