

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT  
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS401	Business Ethics and Corporate Social Responsibility	Compulsory	6	-	10.09.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Prof. Dr. Kerim Özcan & kerimozcan@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Monday 11.30-13.00				
<b>Course Content and Objectives</b>	This course is based on the topics questioning the acts of organizations and personal decision itself. It aims to discuss the acceptable practices of businesses and staff. It attempts to articulate and develop an insight on the true directions of managerial and personal decisions considering ethical concepts and theories on right/wrong and good/bad accounts.				
<b>Textbook(s)</b>	<ul style="list-style-type: none"> <li>- Ferrell, O.C., Fraedrich, F. And Ferrell, L. (2008), Business Ethics: Ethical Decision Making and Cases, South-Western.</li> <li>- Velasquez, Manuel G. (2012) Business Ethics: Concepts and Cases, Pearson.</li> <li>- Stanwick &amp; Stanwick (2009) Understanding Business Ethics, Pearson.</li> </ul>				
<b>Teaching Methods and Techniques</b>	In this course, class discussions, case analyses and film analysis will be employed.				
<b>Course Learning Outcomes</b>	1	To define the basic concepts, theoretical perspectives, and practices that are useful for understanding ethical behavior			
	2	To develop critical assessment skills concerning the strengths and weaknesses of the various ethical perspectives, especially as these perspectives are applied to the business environment.			
	3	To learn to dialogue with others of diverse ethical perspectives and exhibit leadership in responding to ethical dilemmas of common concern.			
	4	To comprehend and be able to describe the different perspectives that have been taken, and the arguments supporting them, in the field of ethics.			
	5	To understand how and why the practice of business is subject to ethical reflection.			
	6	To formulate a rationally defensible personal ethical decision-making system for responding to ethical issues in business.			
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<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
		PO1. Being equipped with up-to-date conceptual and applied knowledge of their field of study			
		PO6. Being ethically aware, know how business decisions affect those not directly involved in making of these decisions			
		PO7. Being knowledgeable about laws, rules, and moral codes that apply to their field of work			
		PO9. Awareness about fundamental and social issues			
<b>Contribution of the Course to Field Instruction</b>	A critical examination of the various ethical theories and their application to concrete practical issues in today's business environment.				

<b>Topics Covered in the Course</b>	1. Week	Basic concepts: ethics and business
	2. Week	Stakeholder relationship
	3. Week	Corporate social responsibility
	4. Week	Moral philosophies and values
	5. Week	Criteria of moral consideration
	6. Week	The business system: government, market and international trade
	7. Week	Ethical decision making
	8. Week	Midterm Week
	9. Week	Ethical leadership
	10. Week	Ethics of marketing
	11. Week	Ethics and environment
	12. Week	Ethics and employment
	13. Week	Case discussion
	14. Week	Case discussion
	15. Week	General review

<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms	1	% 30
	Quizzes		%
	Assignments	1	% 20
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	% 50
	<b>Total</b>		<b>100%</b>

<b>Disability Policy</b>	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (<a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a>) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>
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