

## Business & Society

<b>Course Title</b>	Business & Society							
<b>Course Code</b>	TSOC-300							
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality/Business Bachelor</td> <td>Liberal Arts Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality/Business Bachelor	Liberal Arts Elective	All Programs	General Elective		
Hospitality/Business Bachelor	Liberal Arts Elective							
All Programs	General Elective							
<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)							
<b>Year / Semester</b>	Year 3, A' Semester							
<b>Teacher's Name</b>	Dr. Michalis Anastasiou							
<b>ECTS</b>	5	<b>Lectures / week</b>	3	<b>Laboratories / week</b>				
<b>Course Purpose and Objectives</b>	The aim of the course is to familiarize students with the relationships between business, society and the public good. The knowledge gained is aimed at enhancing relationships between individuals and their work in order to improve the commitment to society of all stakeholders.							
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the role of corporation In society.</li> <li>2. Demonstrate a clear understanding of the ethical implications of actions taken by businesses and identify methods of managing them.</li> <li>3. Understand and apply the concepts of corporate social responsibility and corporate citizenship.</li> <li>4. Explain the changing business environment, and differentiate the family business nowadays of the family businesses of the past.</li> <li>5. Identify the social issues in Business and explain ways of managing a diverse workforce.</li> </ol>							
<b>Prerequisites</b>	None		<b>Required</b>					
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. The corporation in society</li> <li>2. Corporate citizenship: social responsibility and responsiveness</li> <li>3. Business ethics and management</li> </ol>							

	<ol style="list-style-type: none"> <li>4. Business and government in a global society</li> <li>5. Linkages between business and society: unions, community and employees, voluntary organizations</li> <li>6. Family businesses: now and in the past: the changing business environment</li> <li>7. Marketing and consumers</li> <li>8. The corporation and the natural environment</li> <li>9. Business and technological change</li> <li>10. Social issues: managing a diverse workforce, business and the media</li> </ol>								
<b>Teaching Methodology</b>	The course is delivered through lectures case studies and guest speakers.								
<b>Mode of delivery</b>	Face to face.								
<b>Bibliography</b>	<p><b>Required</b></p> <ol style="list-style-type: none"> <li>1. Lawrence, A. &amp; Weber J., <i>Business and Society: Stakeholders, Ethics and Public Policy</i>, 13<sup>th</sup> ed., McGraw-Hill/Irwin: Boston, 2010.</li> </ol> <p><b>Recommended</b></p> <ol style="list-style-type: none"> <li>1. Epstein, M.J., <i>Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Aspects</i>, Greenleaf Publishing: San Francisco, 2008.</li> <li>2. Arnold, C., <i>Ethical Marketing and the New Consumer</i>, Wiley, Chichester, UK, 2009.</li> <li>3. Ghillyer, A., <i>Business Ethics: a Real World Approach</i>, McGraw-Hill: Boston, 2008.</li> <li>4. Boatright J. R., <i>Ethics and Conduct of Business</i>, 5<sup>th</sup> ed., Prentice Hall: Upper Saddle River, NJ, 2007.</li> </ol>								
<b>Assessment</b>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">30 – 50 %</td> <td style="text-align: center;">Final Exam</td> </tr> <tr> <td style="text-align: center;">20 – 40 %</td> <td style="text-align: center;">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="text-align: center;">10 – 30 %</td> <td style="text-align: center;">Assignments / Projects</td> </tr> <tr> <td style="text-align: center;">0 – 10 %</td> <td style="text-align: center;">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<b>Language</b>	English								