

Liverpool John Moores University

Title: ETHICS AND SOCIAL RESPONSIBILITY
Status: Definitive
Code: **6031TEF** (103854)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Drew Li	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 24
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Seminar	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay 3,000-3,500 words	100	

Aims

To introduce students to the concept and key issues of ethics and social responsibility facing organisations. To critically evaluate marketing strategies adopted by organisations to deal with ethical and social dilemmas.

Learning Outcomes

After completing the module the student should be able to:

- 1 define and critically analyse the importance of ethics to an organisation and critically evaluate the nature of ethical dilemmas facing organisations
- 2 understand and critically analyse issues relating to the concept of social responsibility
- 3 analyse and critically evaluate the strategic function of ethical approaches to the company

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2	3
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Outline Syllabus

Definition and concept of ethics and social responsibility (legal, financial, societal) and issues. The notion of the ethical company. Advertising and ethics. Children, industry and ethics. The green company. Social justice, ethics and industry. Fair trade. Globalisation. Ethical investments. Ethical conflicts and the corporation. Green capitalism. The new activism and the corporation. The individual, the company and ethical responsibility. Government, ethics and the corporation.

Learning Activities

The module is delivered through a series of lectures, seminars and Blackboard tutorials.

Notes

This module considers the concept of ethics and social responsibility (legal, financial, societal) within organisations from a marketing perspective. It analyses the decision making strategies employed to address social and ethical issues and debate the environmental challenges facing organisations.