



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business and PR Ethics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PEOSJ	1.7. Year of Study	Second						
1.4. Course Code	CM19117	1.8. Semester	Third / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
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Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Dorotea Milas	2.6. Course Associates	
2.2. Academic Rank	Mag. phil. et mag. relig.	2.7. Academic Rank	
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	dorotea.milas@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The course objective of the <i>Business and PR Ethics</i> course is to enable students to gain insight into business ethics, ethics of public relations and journalistic ethics through an interdisciplinary approach to ethics as a philosophical discipline, economic policy, business practice, the public relations profession and the media. Students will face issues of fair and natural business, recognizing unethical behaviour in business, and realizing and adjusting the business activities of a business organization, taking into account the interests of both the owner and other stakeholders (employees, clients, etc.). Questions such as common good, social principles, moral business, social responsibility, and the establishment, application and violation of ethical codes of organization are the key topics of this course. In the second part of the course, students will be familiarised with the ethical standards of public relations such as professional values: expertise, integrity, advocacy, independence, loyalty and fairness. Students will be familiarised with the current international and national ethics codes of the public relations profession.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.



3.3. Learning Outcomes	<p>LO1: Define the goals and fundamental issues of business ethics.</p> <p>LO2: Explain the rights and ethical codes of the organization.</p> <p>LO3: Describe the postulates of moral business and social responsibility.</p> <p>LO4: Define the goals and tasks of ethical norms in public relations.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to Business Ethics and Ethics in Public Relations. 2. Common Good, Social Principles. 3. Basic Issues of Business Ethics I. 4. Basic Issues of Business Ethics II. 5. Rights and Ethical Codes of Organization. 6. Moral Business and Social Responsibility. 7. Ethics of Public Relations. Ethical Traditions, the Obligations of Individual Practitioners of Public Relations. 8. Ethical Decisions in Public Relations: Truthfulness, Legitimacy, Goodwill, Confidentiality and Honesty. 9. Ethical Codes of the Public Relations Profession. Ethical Code of the Croatian Public Relations Association. 10. Preliminary Exam. 																				
3.5. Types of Class Activities	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;"><input checked="" type="checkbox"/></td> <td style="width: 25%;">Lectures</td> <td style="width: 15%; text-align: center;"><input checked="" type="checkbox"/></td> <td style="width: 20%;">Exercises</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 15%;">Field Trips</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 15%;">Multimedia and Network</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 15%;">Mentored Paper</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Seminars and Workshops</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Distance Learning</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>Independent Assignments</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Laboratory</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Misc.</td> </tr> </table>	<input checked="" type="checkbox"/>	Lectures	<input checked="" type="checkbox"/>	Exercises	<input type="checkbox"/>	Field Trips	<input type="checkbox"/>	Multimedia and Network	<input type="checkbox"/>	Mentored Paper	<input type="checkbox"/>	Seminars and Workshops	<input type="checkbox"/>	Distance Learning	<input checked="" type="checkbox"/>	Independent Assignments	<input type="checkbox"/>	Laboratory	<input type="checkbox"/>	Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Regular attendance and participation in lecture discussions. Participation in Exercises and Exercise from Business Ethics and Social Responsibility. Taking exams based on obligatory literature.																				
3.8. Monitoring Student Work and ECTS	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">1</td> <td style="width: 25%;">Class Attendance</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 20%;">Written Exam</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 15%;">Seminar Paper</td> <td style="width: 15%; text-align: center;">2</td> <td style="width: 15%;">Preliminary Exam(s)</td> <td style="width: 15%; text-align: center;"><input type="checkbox"/></td> <td style="width: 15%;">Project</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Activities in Class</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Oral Exam</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Research</td> <td style="text-align: center;"><input type="checkbox"/></td> <td>Essay</td> <td style="text-align: center;">1</td> <td>Misc.</td> </tr> </table>	1	Class Attendance	<input type="checkbox"/>	Written Exam	<input type="checkbox"/>	Seminar Paper	2	Preliminary Exam(s)	<input type="checkbox"/>	Project	<input type="checkbox"/>	Activities in Class	<input type="checkbox"/>	Oral Exam	<input type="checkbox"/>	Research	<input type="checkbox"/>	Essay	1	Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #cccccc;"> <th style="padding: 5px;">Grade Type</th> <th style="padding: 5px;">Points</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">1. Class Attendance</td> <td style="padding: 5px;">5</td> </tr> <tr> <td style="padding: 5px;">2. Preliminary Exam</td> <td style="padding: 5px;">75</td> </tr> <tr> <td style="padding: 5px;">3. Exercises and Presentation</td> <td style="padding: 5px;">20</td> </tr> <tr style="background-color: #cccccc;"> <td style="padding: 5px;">Total</td> <td style="padding: 5px;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance	5	2. Preliminary Exam	75	3. Exercises and Presentation	20	Total	100										
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Bebek, Borna; Kolumbić, Antun (2005). <i>Poslovna etika</i>. Zagreb: Sinergija nakladništvo 2. Tench, Ralph, Yeomans, Liz (2009). <i>Otkrivanje odnosa s javnošću</i>, Zagreb: HUOJ (Chapter 14. „Etika i profesionalizam u odnosima s javnošću“). 3. Etički kodeks odnosa s javnošću (2013). Zagreb: HUOJ. 																				



3.11. Supplementary Literature

1. Čehok, Ivan, Koprak, Ivan (1996). *Etika - priručnik jedne discipline*, Zagreb: Školska knjiga.
2. Milas, Dorotea (2012). *Etički konflikti u odnosima s javnošću*. *Medianali*, 6 (11), 51. – 66.
3. Parsons, Patricia P. (2008.). *Ethics in Public Relations: A Guide to Best Practice*. London/Philadelphia: Kogan Page.
4. Sommerville, Ian (2007). Poslovna etika, odnosi s javnošću i korporativna društvena odgovornost, in: Theaker Alison: *Priručnik za odnose s javnošću*, Zagreb: HUOJ, pp. 155-170.
5. Talanga, Josip (1999). *Uvod u etiku*, Sveučilište u Zagrebu, Zagreb: Hrvatski studiji.
6. Žitinski, Maja (2006). *Poslovna etika*, Dubrovnik: Sveučilište u Dubrovniku.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires