

<b>Level:</b> Master				
<b>Course title:</b> Ethics and Corporate Social Responsibility in Tourism				
<b>Status:</b> obligatory for the module of Tourism; elective for other modules				
<b>ECTS:</b> 6				
<b>Requirements:</b> None				
<b>Learning objectives</b> Gaining theoretical and practical knowledge in the field of business ethics (principles and norms). Pointing out the situations that involve various moral dilemmas. Introducing students to the concept of manipulation, which in tourism and hospitality is sometimes triggered by the tourists, business partners, colleagues, etc.				
<b>Learning outcomes</b> Critical thinking, academic level of the analysis of issues related to the business ethics, especially in the field of responsible tourism (in accordance with the environment, company, costumers etc.) - general and specific skills.				
<b>Syllabus</b>  <i>Theoretical instruction</i> Basic concepts of ethics (definition and classification); basic concepts of business ethics (principles, codes, etc); basic concepts of ethics and various cultures (Etiquette and differences in business behaviour in the world); basic concepts of business ethics and tourism / hospitality (ethical standards: habits, customs, conventions, protocol - UNWTO, organizational business climate and ethics); human rights, manipulation, mobbing, etc.  <i>Practical instruction</i> Cooperation with institutions and organizations in tourism and hospitality industry - conducting research in the topic of business ethics (principles, codes, dealing with moral issues, etc).				
<b>Weekly teaching load</b>				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: 0	Student research: 0	