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| <b>Study program: MAS Management in tourism</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Course title: Business ethics and corporate social responsibility in tourism</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Professors: Aleksandra Dragin, Maja Mijatov Ladičorbić</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course status: elective (module: Event management in tourism)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Бpoj ECIБ: 6</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Condition: None</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p><b>Course objectives:</b></p> <p>The aim of the course is to familiarize students with ethics, norms and rules that arise in business, with a focus on the tourism sector, while also recognizing different norms and principles within specific professions as well as among different nations. The course also explores the concept of corporate social responsibility, both in theoretical and practical terms.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Course outcome:</b></p> <p>Students will acquire knowledge in the field of business ethics and corporate social responsibility. They will be trained to work, behave and respond appropriately in situations characteristic of tourism business, within the scope of business ethics and corporate social responsibility.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>Course content:</b></p> <p><i>Theoretical lectures</i></p> <p>Morality and ethics: concepts and definitions. Business ethics: definition, development and significance. Ethical climate. Ethical norms: habits, customs, conventions, protocol – UNWTO (Ethical Principles in Tourism). Managing business ethics and corporate social responsibility – a theoretical overview and consideration through specific professions (tourist guides, travel agents, tourism organizations, hotel employees, cabin crew – airplane, cruise ship). Manipulation.</p> <p><i>Practical lectures</i></p> <p>The student project consists of a theoretical part (a seminar paper) and field research (a survey). The management of business ethics is examined through the creation of a code of ethics for various companies, organizations and professions in the tourism sector.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>Recommended literature</b></p> <p><b>Primary literature:</b></p> <ol style="list-style-type: none"> <li>1. Trevino, L. K., &amp; Nelson, K. A. (2021). <i>Managing business ethics: Straight talk about how to do it right</i>. John Wiley &amp; Sons. From: <a href="chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://dspace.kottakkalfarookcollege.edu.in:8001/jspui/bitstream/123456789/5039/1/Managing%20Business%20Ethics_%20Straight%20Talk%20about%20How%20to%20Do%20It%20Right%2C%20Fifth%20Edition%20%28%20PDFDrive%20%29%20%282%29.pdf">chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://dspace.kottakkalfarookcollege.edu.in:8001/jspui/bitstream/123456789/5039/1/Managing%20Business%20Ethics_%20Straight%20Talk%20about%20How%20to%20Do%20It%20Right%2C%20Fifth%20Edition%20%28%20PDFDrive%20%29%20%282%29.pdf</a></li> </ol> <p><b>Additional literature:</b></p> <ol style="list-style-type: none"> <li>2. Carroll, A. B. (2021). Corporate social responsibility: Perspectives on the CSR construct's development and future. <i>Business &amp; Society</i>, 60(6), 1258-1278. From: <a href="https://www.researchgate.net/profile/Archie-Carroll/publication/352029873_Corporate_Social_Responsibility_Perspectives_on_the_CSR_Construct%27s_Development_and_Future/links/632f533686b22d3db4dbe95b/Corporate-Social-Responsibility-Perspectives-on-the-CSR-Constructs-Development-and-Future.pdf">https://www.researchgate.net/profile/Archie-Carroll/publication/352029873_Corporate_Social_Responsibility_Perspectives_on_the_CSR_Construct%27s_Development_and_Future/links/632f533686b22d3db4dbe95b/Corporate-Social-Responsibility-Perspectives-on-the-CSR-Constructs-Development-and-Future.pdf</a></li> <li>3. Carroll, A. B. (2016). Carroll's pyramid of CSR: Taking another look. <i>International Journal of Corporate Social Responsibility</i>, 1(3), 1–8. From: <a href="https://link.springer.com/content/pdf/10.1186/s40991-016-0004-6.pdf">https://link.springer.com/content/pdf/10.1186/s40991-016-0004-6.pdf</a></li> <li>4. Cullen, J. B., Victor, B., &amp; Bronson, J. W. (1993). The ethical climate questionnaire: An assessment of its development and validity. <i>Psychological reports</i>, 73(2), 667-674. From: <a href="https://journals.sagepub.com/doi/abs/10.2466/pr0.1993.73.2.667">https://journals.sagepub.com/doi/abs/10.2466/pr0.1993.73.2.667</a></li> </ol> |

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| <p>5. Mijatov Ladičorbić, M. B., Dragin, A. S., Calahorro-López, A., Jovanović, T., Stojanović, V., Sulyok, J., &amp; Nagy, I. (2024). Corporate Social Responsibility (CSR) in a Transitional Country Context. <i>DETUROPE-The Central European Journal of Regional Development and Tourism</i>, 16(1), 43-74. From: <a href="https://www.deturope.eu/artkey/det-202401-0003_corporate-social-responsibility-csr-in-a-transitional-country-context.php">https://www.deturope.eu/artkey/det-202401-0003_corporate-social-responsibility-csr-in-a-transitional-country-context.php</a></p> <p>6. Dragin, A. S., Jovanović, T., Mijatov, M., Majstorović, N., &amp; Dragin, V. (2019). Types and factors of ethical climate perception in Serbian tourism industry. <i>Journal of East European Management Studies</i>, Special Issue, 63-98. From: <a href="https://www.nomos-elibrary.de/de/10.5771/9783845298696/corporate-social-responsibility-and-business-ethics-in-the-central-and-eastern-europe">https://www.nomos-elibrary.de/de/10.5771/9783845298696/corporate-social-responsibility-and-business-ethics-in-the-central-and-eastern-europe</a></p> |                   |                                |                              |
| <b>Number of hours of active teaching: 4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | <b>Theoretical lectures: 2</b> | <b>Practical lectures: 2</b> |
| <p><b>Teaching methods</b></p> <p>Frontal and indirect forms of teaching, as well as specific types of work. Methods include oral presentation, discussion method, illustrative-demonstrative method, case analysis and simulation. Lectures are combined with communicative and interactive exercises and students are expected to actively participate in classes and engage in critical thinking through discussion.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                |                              |
| <b>Assessment of knowledge (maximum score: 100 credits)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                |                              |
| <b>Pre-exam obligations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Number of credits | <b>Final exam</b>              | Number of credits            |
| Activity during lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>5</b>          | Written exam                   |                              |
| Activities during exercises / practical classes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>5</b>          | Oral exam                      | <b>30-45</b>                 |
| Colloquium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>40</b>         | .....                          |                              |
| Seminar paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>5</b>          |                                |                              |