

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM4347
<b>Subject Title</b>	Business Ethics, Social Responsibility & the Law
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>Law and ethics are closely related, the understanding of both are crucial to the success of any business. Moreover, the practice of corporate social responsibility (CSR) and ethical decision making is subject to much debate and criticism. This subject introduces students to fundamentals of law, ethical concepts, theories and issues as they relate to hospitality and tourism businesses. Cases will be investigated that highlight ethical and social issues encountered by various hospitality, tourism and events organizations. These will emphasize stakeholder interests, environmental and sustainability issues, the inclusion of public interest into corporate decision-making, and the honoring of the triple bottom line while balancing fiscal responsibility with social responsibility in the hospitality, tourism and events industries.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent Professional</b></p> <ul style="list-style-type: none"> <li>• Discuss and critically evaluate hospitality and tourism operations through identifying and proposing solutions to problems that have impact on various ethical, personal and socially responsible principles, theories and characteristics in the current hospitality, tourism and events environments.</li> <li>• Demonstrate knowledge and understanding of the history of corporate social responsibility.</li> <li>• Demonstrate knowledge and understanding of the fundamentals of law related to the hospitality, tourism and events industries' stakeholders.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• Demonstrate independent thinking to generate and evaluate ideas through case studies in ethics and social responsibility.</li> <li>• Critically assess and analyze the ethical and social responsible issues of hospitality, tourism and events firms.</li> </ul> <p><b>C. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Analyze and appraise customer feedback on different hotel and restaurant operations, and determine the most appropriate decision.</li> <li>• Identify and offer solutions to problems having impact on ethical,</li> </ul>

	<p>personal and social issues in the hospitality, tourism and events environment.</p> <ul style="list-style-type: none"> <li>• Display creative and analytical skills to interpret ethical, personal and socially responsible issues, make sound judgments, and creative solutions that current hospitality, tourism and events organizations face.</li> </ul> <p><b>D. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Recognize ethical, personal and social issues that are important in the hospitality, tourism and events environment and be able to express the ideas clearly by using a variety of media/technologies.</li> </ul> <p><b>E. Lifelong Learners</b></p> <ul style="list-style-type: none"> <li>• Understand the role and nature of individual and group dynamics that exist within organizations through learning about personal and social responsibility and develop plans to achieve self-determined goals</li> </ul> <p><b>F. Ethical Leader</b></p> <ul style="list-style-type: none"> <li>• Understand personal and corporate social responsibility expected of leaders working in the hospitality and tourism industry.</li> <li>• Demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning).</li> </ul> <p><b>G. Socially Responsible Global Citizen:</b></p> <ul style="list-style-type: none"> <li>• Have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ol style="list-style-type: none"> <li>What is Corporate Social Responsibility (CSR), also known as Corporate Responsibility, Corporate Citizenship, Responsible Business, Sustainable Responsible Business (SRB), or Corporate Social Performance? A look at the history</li> <li>Principles of Negligence</li> <li>Hospitality and Travel Agent Ordinance in Hong Kong.</li> <li>Labour Law</li> <li>Contract Law</li> <li>Ethics in the hospitality, tourism and events industries: an overview</li> <li>Theories of CSR and its evolution</li> <li>Sustainability customer trust and loyalty</li> </ol>

	<ul style="list-style-type: none"><li>i. Green washing, green hotels, ecotourism and ethics</li><li>j. Why unethical and social behavior occurs in organizations</li><li>k. Stakeholder approach to social responsibility and ethical behavior</li><li>l. The debate over corporate social responsibility</li></ul>
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