

1. Record Nr. UNIBAS000029855
Autore Barthes, Roland
Titolo Sistema della Moda / Roland Barthes ; traduzione di Lidia Lonzi

Pubbl/distr/stampa Torino : <<Giulio>> Einaudi, 1970

Titolo uniforme Système de la Mode

ISBN 88-06-02942-8

Edizione [4. ed]

Descrizione fisica XVI, 332 p. ; 21 cm

Collana Einaudi paperbacks ; 18

Lingua di pubblicazione Italiano

Formato Materiale a stampa

Livello bibliografico Monografia

2. Record Nr. UNINA9910798693703321
Autore Ogunyemi Kemi
Titolo Teaching ethics across the management curriculum . Volume II
Principles and applications // Kemi Ogunyemi

Pubbl/distr/stampa New York, New York (222 East 46th Street, New York, NY 10017) : , :
Business Expert Press, , 2016

ISBN 1-63157-287-3

Edizione [First edition.]

Descrizione fisica 1 online resource (xi, 234 pages) : illustrations

Collana Principles for responsible management education collection, , 2331-
0022

Disciplina 174.4

Soggetti Business ethics

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto 1. Embedding ethics in teaching management / Kemi Ogunyemi --
Module 1. Raise the pillars -- 2. Building ethics as a foundational
principle across an integrated undergraduate curriculum / Steven A.

Edelson and Karen L. Stock -- 3. Teaching ethics to grown-ups: coherent narratives / Kemi Ogunyemi -- 4. Enabling and embedding the oath project into student learning and ethical career pathways / Roy Smith and Rachel Welton -- 5. Ethics educators in generation Y classrooms / Kemi Ogunyemi -- Module 2. Mind the people -- 6. Socially responsible human resource policies / Jesus Barrena-Martinez, Macarena Lopez-Fernandez, and Pedro Miguel Romero-Fernandez -- 7. Team building / Tim London -- 8. An ethical approach to teaching organizational change management / Greg Latemore -- Module 3. The how matters -- 9. Using safety to introduce ethics into operations management courses / Wayne Buck and Jeffrey Schaller -- 10. Ethics in marketing communications: emerging issues in digital media / Ogechi Adeola -- 11. Teaching ethics in business law courses / Keith William Diener -- Chapter summaries -- About the authors -- Index.

Sommario/riassunto

The need to embed business ethics in the teaching of management disciplines has at times given rise to a debate as to whether ethics should be taught as a stand-alone course or in an embedded manner. So far, the majority of opinions favors a consensus that both approaches are relevant and should be used complementarily for optimal results. This book offers unique insights into the experience of seasoned academics who embed business ethics in teaching management theory and practice. Its multidisciplinary approach enriches its content, as the insights of our colleagues from within their fields are invaluable. It therefore complements other business textbooks. After general themes (curriculum integration, adult learning, learner commitment, and generation Y classrooms), this volume covers ethics and responsibility in people management, team building, change management; operations management, business law, and digital marketing communications. The book provides a platform to share experiences of teaching ethical profitability. This contributes to resolving concerns experienced when faculty wish to incorporate ethics into their teaching but feel they lack preparation or ideas on how to do it. The chapters describe each discipline briefly, raise the typical ethical issues therein, and suggest teaching strategies and exercises or projects. The "developing versus developed country perspectives" sections may interest schools with high student diversity. The book also meets in-company training needs for attaining and sustaining an ethical culture.
