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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.

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