

COURSE DETAIL

ETHICAL ENTREPRENEURSHIP

Country

Brazil

Host Institution

Pontifical Catholic University of Rio de Janeiro

Program(s)

Pontifical Catholic University of Rio de Janeiro

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

101

UCEAP Course Suffix**UCEAP Official Title**

ETHICAL ENTREPRENEURSHIP

UCEAP Transcript Title

ETHICAL EPREN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Entrepreneur ethical stance. Ethics in formatting new businesses. New entrepreneurship. Rising businesses. Ethics and values. Behavioral ethics. Ethic codes. Ethics applied in organizational instruments, such as strategic planning and performance evaluation. Ethics and Consumption. Contemporary labor relations. Workplace bullying. Ethical, environmental, social and sustainable entrepreneurship. Ethical and legal responsibility in the value chain. Ethics and Marketing. Marketing mix: product, communication, price and distribution from an ethical perspective.

Language(s) of Instruction

English

Host Institution Course Number

EMP 1503

Host Institution Course Title

ETHICAL ENTERPRENEURSHIP

Host Institution Campus

PUC-Rio

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Empreendedorismo (UEP)

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