COURSE DETAIL

ETHICAL ENTERPRENEURSHIP
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 ENTERPRENEURSHIP
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
EMPREENDEDORISMO ÉTICO

Host Institution Course Details

Host Institution Campus
PUC-Rio

Host Institution Faculty

Host Institution Degree

Host Institution Department
Empreendedorismo (UEP)

Course Last Reviewed

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