



THE GLOBAL ALLIANCE IN MANAGEMENT EDUCATION

**Course Title: Sustainability and Responsibility
in Business PhD workshop**

Faculty: Business Ethics Center, Corvinus University of
Budapest

School: Corvinus University
of Budapest

Course coordinator:

Date: May 20-21, 2011

Laszlo Zsolnai, Professor and Director, Business Ethics
Center, Corvinus University of Budapest & Chairman,
CEMS Business Ethics Faculty Group

Time: 2 days

Place: Budapest

Lecturers:

Address: Fővámter 8.

Knut J. Ims, Professor, Norwegian School of Economics
and Business Administration, Bergen

Room: No. 63

ECTS: 3 credits

Antonio Tencati, Assistant Professor, Bocconi University
of Milan

**Evaluation method/end
product:** paper

Zsolt Boda, Associate Professor, Business Ethics
Center, Corvinus University of Budapest

Fee: none

Language: English

Prerequisites: There are no special prerequisites.
The workshop is designed for PhD students working in
corporate sustainability, business ethics or related fields.

Participants max: 25

Participants min: 5

Enrolment deadline:
April 31 2011

Aim of the course:

The workshop introduces cutting-edge results and
approaches in corporate sustainability and business
ethics. Insights from behavioral sciences, positive
psychology and ecological economics are applied to
arrive at more a robust model of ethical and sustainable
business. Working examples of progressive businesses
are presented including organic agriculture, eco-
gastronomy, ethical fashion and sustainable banking.

Applications to:
laszlo_zsolnai@interware.hu



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The Program

Venue: Corvinus University of Budapest, Main building Room 69
(1093 Budapest, Fővámter 8)

Friday May 20, 2009

13.00 – 14.30 *The Collaborative Enterprise*

Antonio Tencati, Bocconi University of Milan

Reading:

Antonio Tencati & Laszlo Zsolnai: “The Collaborative Enterprise Framework” in Tencati, A. and Zsolnai, L. (eds.): *The Collaborative Enterprise: Creating Values for a Sustainable World*. 2010. Oxford, Peter Lang Academic Publishers. pp. 3-16.

Break

15.00 – 16.30 *Homo Reciprocans and Progressive Businesses*

Laszlo Zsolnai, Corvinus University of Budapest

Reading: Laszlo Zsolnai and Antonio Tencati: “Beyond Competitiveness: Creating Values for a Sustainable World” in Tencati, A. and Zsolnai, L. (eds.): *The Collaborative Enterprise: Creating Values for a Sustainable World*. 2010. Oxford, Peter Lang Academic Publishers. pp. 371-390.

Break



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17.00-18.30 *Positive Psychology and Happiness*

Knut Ims, Norwegian School of Economics and Business
Administration, Bergen

Reading:

Martin E. P. Seligman and Mihaly Csikszentmihalyi: "Positive Psychology: An Introduction" *American Psychologist* January 2000, and
Richard A. Easterlin and Laura Angelescu: *Happiness and Growth the World Over: Time Series Evidence on the Happiness-Income Paradox*.
Institute for the Study of Labor March 2009

Saturday May 21, 2009

9.00 – 10.30 *The Slow Food Movement*

Antonio Tencati, Bocconi University of Milan

Reading: Antonio Tencati: "The Slow Food Movement" in Tencati, A. and
Zsolnai, L. (eds.): *The Collaborative Enterprise: Creating Values for a Sustainable World*. 2010. Oxford, Peter Lang Academic Publishers. pp. 183-208.

Break

11.00 – 12.30 *Fair Trade Production*

Knut Ims, Norwegian School of Economics and Business
Administration, Bergen

Reading: Knut J. Ims and Ove D. Jakobsen: "Fair Trade Production" in
Tencati, A. and Zsolnai, L. (eds.): *The Collaborative Enterprise: Creating Values for a Sustainable World*. 2010. Oxford, Peter Lang Academic Publishers. pp. 163-182.



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Lunch

14.00-15.30 *Business and Civil Society Organizations*

Zsolt Boda, Corvinus University of Budapest

Reading: Zsolt Boda: “The Ethics of Working with Civil Society Organizations” in Tencati, A. and Zsolnai, L. (eds.): *The Collaborative Enterprise: Creating Values for a Sustainable World*. 2010. Oxford, Peter Lang Academic Publishers. pp. 291-314.

Break

16.00 - 17.30 *Redefining Economic Reason*

Laszlo Zsolnai, Corvinus University of Budapest

Reading: Laszlo Zsolnai: “Redefining Economic Reason” in Opdebeeck, H. and Zsolnai, L. (eds.): *Spiritual Humanism and Economic Wisdom*. 2011. Garant. Antwerpen/Apeldoorn. pp. 187-200.

Closing the workshop