Course Title: Sustainability and Responsibility in Business PhD workshop

Faculty: Business Ethics Center, Corvinus University of Budapest

Course coordinator:

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

Lecturers:

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

Antonio Tencati, Assistant Professor, Bocconi University of Milan

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

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

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 a more robust model of ethical and sustainable business. Working examples of progressive businesses are presented including organic agriculture, eco-gastronomy, ethical fashion and sustainable banking.
The Program

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

**Friday** May 20, 2009

13.00 – 14.30 *The Collaborative Enterprise*

Antonio Tencati, Bocconi University of Milan

Reading:

Break

15.00 – 16.30 *Homo Reciprocans and Progressive Businesses*

Laszlo Zsolnai, Corvinus University of Budapest


Break
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

Saturday May 21, 2009

9.00 – 10.30 The Slow Food Movement
   Antonio Tencati, Bocconi University of Milan


Break

11.00 – 12.30 Fair Trade Production
   Knut Ims, Norwegian School of Economics and Business Administration, Bergen

Lunch

14.00-15.30  *Business and Civil Society Organizations*
Zsolt Boda, Corvinus University of Budapest


Break

16.00 - 17.30  *Redefining Economic Reason*
Laszlo Zsolnai, Corvinus University of Budapest


Closing the workshop