MAKERERE UNIVERSITY

MAKERERE UNIVERSITY BUSINESS SCHOOL

BACHELOR OF LEISURE, EVENTS AND HOTEL MANAGEMENT 1

**SEMESTER 2, 2023/24**

ETHICS IN LEISURE & HOTEL MANAGEMENT (FIN1215)

**COURSE OUTLINE**

**Facilitators:**

* Associate Professor Samuel Dawa
* Ms. Rehema Kagere
* Mr. Mahad Kyambadde

**Course Description**

The course explores the ethical dimensions of leisure and hotel management. We delve into foundational ethical principles, theories, and decision-making frameworks, equipping students with the tools to navigate complex moral dilemmas within the hospitality sector. We also uncover the traits of ethical leadership and explore how to cultivate an ethical organizational culture.

We analyze real-world cases to understand the ethical considerations in marketing, guest relations, and global operations. We also look at sustainability, social responsibility, and the intersection of legal compliance and ethics. The course also explores the role of diversity in navigating the complexities of a globalized hospitality industry ethically.

**Learning Objectives**

* Understand Ethical Principles and Theories
* Cultivate Ethical Leadership Skills
* Analyze Ethical Challenges in Hospitality Operations
* Examine Sustainability and Social Responsibility
* Evaluate the ethical Boundaries

**Learning Outcomes**

* Apply Ethical Theories in Decision-Making
* Demonstrate Ethical Leadership Competencies
* Evaluate and Address Ethical Challenges
* Implement Sustainable and Socially Responsible Practices
* Ensure Ethical Integrity

**MODE OF DELIVERY**

* Online learning: Straight lecture, Videos, Case study analysis, and Class presentations

**MODE OF ASSESSMENT**: Course work will carry 30% and Final examinations carry 70%

**Detailed Course Content**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Understanding Ethics in the Context of Leisure and Hotel Management* Definition and Importance of Ethics
* Ethical Issues in Hospitality
 | 2 weeks | Prof. Dawa |
|  | Guest Relations and Ethical Customer Service* Ensuring Ethical Guest Relations
* Handling guest complaints and ethical dilemmas
 | 2 weeks | Prof. Dawa |
|  | COURSEWORK 1 |  |  |
|  | Ethical Marketing Practices in Hospitality* Ethical Issues in Marketing
 | 1 week | Prof. Dawa |
|  | Social Responsibility in Hospitality* Nature of Corporate Social Responsibility
* Antecedents of CSR in hospitality
* CSR process in hospitality
* Outcomes of CSR in hospitality firms
 | 1 week | Prof. Dawa |
|  | Ethics Theories and Frameworks* Ethical Theories
* Ethical Decision-Making Frameworks
 | 1 week | Ms. Kagere |
|  | Ethical Leadership * Ethical Leadership in Hospitality
 | 2 weeks | Ms. Kagere |
|  | Building an Ethical Organizational Culture* Creating an Ethical Workplace
* Employee Training and Ethical Behavior
 | 1 week | Ms. Kagere |
|  | Globalization and Ethical Issues* Cultural differences
* Ethical relativism
 | 1 week | Ms. Kagere |
|  | Managing Diversity and Inclusion Ethically* Importance of inclusion
* Challenges to workforce diversity
 | 1 week | Ms. Kagere |
|  | COURSEWORK 2 |  |  |

**References**

1. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press.
2. Fraedrich, J., Ferrell, O. C., & Ferrell, L. (2011). *Ethical decision making for business*. 8th Edition. South-Western CENGAGE Learning
3. Gibson, S. (2016). *Mobilizing hospitality: The ethics of social relations in a mobile world*. Routledge.
4. Innerarity, D. (2017). *Ethics of hospitality.* Routledge, Ney York
5. Knani, M. (2014). Ethics in the hospitality industry: Review and research agenda. *International Journal of Business and Management*, *9*(3), 1.
6. Köseoglu, M. A., Sehitoglu, Y., Ross, G., & Parnell, J. A. (2016). The evolution of business ethics research in the realm of tourism and hospitality: A bibliometric analysis. *International Journal of Contemporary Hospitality Management*, *28*(8), 1598-1621.
7. Lee, Y. K., Choi, J., Moon, B. Y., & Babin, B. J. (2014). Codes of ethics, corporate philanthropy, and employee responses. *International Journal of Hospitality Management*, *39*, 97-106.
8. Lieberman, K., & Nissen, B. (2005). *Ethics in the hospitality and tourism industry*. Amer Hotel & Motel Assn.