



Erasmus+

This project is funded by the European Union.



RESULTS OF THE ERASMUS+ PROJECT KA107

"ETHICS IN BUSINESS"

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Celje, May 2021 – July 2022

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POVZETEK

We decided to do the project: "Ethics in Business" because of the pressing issue of the concept of ethics in modern business. We specifically focused on two areas, namely ethics in management and ethics in marketing. Considering the area of the Balkans and previous common history, it was an interesting research from the point of view of the development and importance of ethics from the point of view of legislation and implemented codes in the individual field in both countries.

In the introductory part, we made an analysis in the field of legislation, existing research, expert discussions and inclusion of the topic in study subjects (mainly management and marketing). Based on the analysis, we defined a common need, which is addressed by the main goal of our project, i.e. the necessity of including the contents of ethics in study programs.

Participants of the mobility, held lectures for students of both institutions as part of the mobility. Furthermore, the participants gained knowledge as well as experience by visiting good examples of companies and institutions dealing with the problem of business ethics in Slovenia and Bosnia and Herzegovina. Good examples are presented in the material.

We achieved the set goals:

- raising awareness of the importance of ethics in business;
- preparation of intellectual results (study material) based on analysis and knowledge of good and bad practices;
- inclusion of ethics in business in the study program.

1 ANALYSIS OF THE SITUATION IN THE FIELD OF BUSINESS ETHICS

1.1 COMPARISON OF CODES BETWEEN COUNTRIES – ETHICS IN MANAGEMENT

After reviewing the websites, we found out that there is a Code of Ethics for Managers in both countries.

The code of ethics for managers in Slovenia covers 10 principles and is available at: <https://www.zdruzenje-manager.si/assets/Baza-znanja/Temeljni-dokumenti-ZM/Kodeks-etike-Zdruzenja-Manager.pdf>.

The Ethical Code of Managers in Republic of Serbia covers five basic principles in management and is available at <http://unijauprs.org/wp-content/uploads/2021/01/Eticki-kodeks-poslodavaca-RS.pdf>.

What they both have in common is that the ethical attitude towards customers, employees, suppliers and the wider environment is emphasized - the sustainable principle of operation.

1.2 COMPARISON OF CODES BETWEEN COUNTRIES – ETHICS IN MARKETING

1.2.1 Marketing Association of Slovenia

The umbrella organization in the field of marketing in Slovenia is the Marketing Association of Slovenia (abbreviated DMS), which takes care of the positioning and development of marketing as a profession and science in Slovenia and the wider social and economic space in Slovenia. The vision of the Marketing Association of Slovenia is to encourage relationships that lead creators and stakeholders of marketing to innovative achievement of social growth, sustainable development and preservation of values both in Slovenia and in the wider social space.

The DMS values are:

- connecting,
- professionalism,
- development,
- innovation and
- ethics

More information about DMS is available at the web link <https://www.dmslo.si/>.

In Slovenia, the codes regulate two areas of marketing, namely:

- area of promotion and
- the field of market research.

1.2.2 Slovenian Advertising Chamber, Advertising Tribunal and Slovenian Advertising Code

Advocating for ethics in advertising and enforcing high communication standards is key here. The Slovenian Chamber of Advertising (abbreviated as SOZ) is the central association in the field of marketing communication. Agencies, companies (advertisers) and media are included in SOZ. The Slovenian Advertising Chamber ensures the enforcement of the importance, role and benefits of marketing communication.

The objectives of SOZ are:

- Representing the interests of members of the chamber at home and abroad.
- Expansion of knowledge and good practice in the field of advertising and communication.
- Enforcement of ethical standards in advertising through the Advertising Tribunal
- Informing members and the general public about trends and legal frameworks of market communication within Slovenian and European legislation.
- Connecting actors in the field of marketing communication.

An advertising tribunal (abbreviated OR) also operates within the SOZ. The OR judges whether the advertisements comply with the Slovenian Advertising Code. Advertising must be legal, decent, fair and truthful. More information about OR is available at https://www.soz.si/ogljasevalsko_razsodisce.

The Slovenian Advertising Code (abbreviated SOK) is a self-regulation tool in the advertising profession. It is a set of principles and rules that advertisers must respect when creating their ads. The Code consistently uses the term advertising, which in its meaning combines all forms of communication practices (advertising, public relations, direct marketing, sales promotion or event marketing). The code is available at https://www.soz.si/sites/default/files/soz_sok_slo.pdf.

The Slovenian Advertising Code (SOK) is based on global or The International ICC Advertising and Marketing Communications Code (the latest version from September 2018 is available at <https://iccwbo.org/publication/icc-advertising-and-marketing-communications-code/>.)

Among the most important innovations brought by the International ICC Code of Advertising and Marketing Communication are the fact that the rules of the code now also explicitly refer to new digital media and other stakeholders in communication (e.g. influencers), unification of rules relating to direct marketing and digital marketing communication, updated terminology especially in the part that focuses on communication via mobile phones (including advertising according to the user's location and preferences) and clearer written rules on advertising to children and minors.

Unfortunately, the last revision of the SOK was completed in the spring of 2009. The SOZ has been planning a review, changes and additions to the SOK for several years.

1.2.3 Slovenia: Outdated Legislation in the Field of Promotion, the Profession does not Follow what is Happening in Society

Legislation and the profession are not keeping up with changes in the media environment. Defining who or what a medium is very difficult. When we started using social networks, Facebook was one medium, Instagram another, YouTube the third. Then came the influencers - users of these networks, who became their own media. The changes happened very quickly.

The Media Act is outdated (e.g. YouTube is not formally the media). The Consumer Protection Act does not deal with covert advertising, but only with misleading advertising. The Slovenian Advertising Code deals only with specific advertisements, and in the case of covert advertising, the question arises as to whether it is an advertisement at all. If someone sends you something with the intention that you record it or write about it to your audience, then it is an advertisement. Even if it offers you a percentage of the sale, it's an ad, even though you're technically not being paid to post before using it. The court decision of the European Court says that hidden advertising is possible even when it is not paid for. In print media, advertising content is in most cases clearly marked and separated from other content. Could similar practices be used in the field of influencers? The problem with influencer marketing is that whatever we film, certain products appear in the video. If a product is particularly highlighted, then it should be clearly marked that in this case it is an advertisement.

Similarly, we need to define what media is today, as well as we need to define what an advertisement is, as it is often not clearly defined. Each country has to deal with this in its own way and answer the question of who we perceive as media and what an advertisement is. The professional public can encourage this by asking questions, thinking, debating about this topic and thereby increasing awareness of the necessity of regulating this area. The European directive exists, but now the legislator must regulate it according to the needs and specificities of our country. Unfortunately, we do not have a body that judges unethical practice in this area. We need a law and an inspectorate with precisely defined powers. But there is no real will for regulation, because at the moment this situation suits everyone. Influencers blow the whistle on the rules, advertisers have an affordable source for achieving a large reach that has no rules, and the state does not interfere because no one complains (taken from <https://www.dmslo.si/zapis/transparentnost-ne-reduces-reach-influence>).

1.2.4 ICC/ESOMAR International Code of Marketing, Public Opinion and Social Research and Data Analysis also in Use in Slovenia

ESOMAR is an international business association. ESOMAR is a membership organization for market, social and opinion researchers that was founded in 1947. ESOMAR membership is membership for any research agency or client that wishes to demonstrate its commitment to the industry and ethical practices.

ESOMAR has published a code of ethics and instructions for its members since 1948, and a joint code with the International Chamber of Commerce (ICC) has been published since 1977. The code provides methodological, ethical and professional standards in research. The Code protects both the rights of researchers and clients as well as the rights of research participants. The latest version from 2016 is available at <https://esomar.org/uploads/attachments/ckqtawvj00uukdtrhst5sk9u-iccesomar-international-code-english.pdf>

The Code is designed as a comprehensive framework for self-regulation by anyone engaged in marketing, opinion, social research or data analysis. It sets out key standards of ethical and professional conduct designed to maintain public confidence in research.

At the same time, it requires strict adherence to all relevant regional, state and local laws, guidelines and professional codes that require even higher standards. The Code ensures that researchers and analysts working with traditional or new data sources continue to fulfill their ethical, professional and

legal responsibilities to the individuals whose data they use in their research and to the clients and organizations for which they work.

It is also intended to protect the right of researchers to seek, receive and impart information. This Code applies to research worldwide. Its acceptance and compliance are mandatory for ESOMAR members and for members of other research associations that accept this Code.

We can talk about breaking the code when someone commits to the code. The most severe sanction is exclusion from ESOMAR. In general, we can say that in the field of market research, violations occur from time to time. Examples of such violations are e.g. when, under the guise of research, some organizations carry out direct sales, and before the election, political propaganda was carried out under the pretext of research.

1.2.5 The EU General Data Protection Regulation (GDPR) and the Slovenian Market

Anyone who does anything with personal data must comply with the new European regulation on the protection of personal data (GDPR), which entered into force in 2016. This brings a series of changes for companies also in the field of marketing, namely in terms of database management and direct communication with customers.

In direct marketing, the correct acquisition and processing of data is crucial. It is necessary to inform participants or users about the protection of personal data and obtain their consent to participate. When we inform users about the protection of personal data, we must state what data is collected, who collects it and for what purposes.

Some of the most common examples of violations:

- lack of proof of the method of obtaining personal data,
- illegal transmission or creation of addresses,
- failure to respect the right to cancel,
- failure to inform the individual of his rights (including unsubscribing from receiving marketing messages),
- sending messages with exposed recipients.

The recording of phone calls is also problematic in direct marketing.

All marketing research is related to databases and is communication with customers. Efficiency is also important - what we get for the money we invest. Therefore, companies are looking for an optimal combination between the research they order from agencies and the research they carry out themselves. Recently, the use of the latter has been increasing. When implementing these, companies can be helped by the Guidelines for the Protection of Personal Data in Internal Market Research.

On the website of the Information Commissioner, we can find a series of guidelines and manuals from various fields, including marketing, e.g.:

- Guidelines of the Information Commissioner for creating a statement on the protection of personal data on websites,
- Guidelines on the organization of events and the protection of personal data,
- Guidelines on the use of cookies,
- Guidelines on recording telephone calls,

- Guidelines regarding the protection of personal data on online forums,
- Guidelines on intelligent video analytics,
- Guidelines for the protection of personal data in internal market research

(<https://www.ip-rs.si/publikacije/prirocniki-in-smernice/>).

The Information Commissioner ensures that the right of access to public information and the right to the protection of personal data are respected in the Republic of Slovenia. The Information Commissioner can act as a complaint, inspection and misdemeanour authority, depending on the type and nature of the case.

Over the years, today's attitude to the protection of personal data will move from fear of inspections to the direction of social responsibility - companies will want to have regulated personal data protection, because in the event of security incidents they risk loss of reputation and consequent damage, which can be exponentially greater than the prescribed fines (taken from <https://www.dmslo.si/zapis/6-napotkov-za-zakonit-in-uinkovit-direktni-marketing>).

1.2.6 Legislation in the Field of Business Ethics in Bosnia and Herzegovina

The authority of business ethics in Bosnia and Herzegovina is regulated by several laws such as:

- Act on Civil Servants,
- Consumer Act,
- Electronic Business Act,
- Electronic Communication Act,
- Personal Data Protection Act,

as well as other legal and by-laws, regulations and codes. In the following text, we will list some of them. as well as other legal and by-laws, regulations and codes. In the following text, we will list some of them.

1.2.7 Code of Business Ethics in Bosnia and Herzegovina

The Code of Business Ethics establishes the principles and rules of business ethics that bind business entities, members of the Chamber of Commerce of the Republic of Serbia, employees, members of bodies and persons engaged on a contractual basis in a business entity. The Code binds the business entity, its branches and representative offices in Bosnia and Herzegovina and abroad.

The principles and rules of business ethics imply compliance with the following principles:

1. professional performance of business activities;
2. conscientious and complete assumption and execution of obligations and responsibilities;
3. carrying out business activities in a way that does not jeopardize business reputation;
4. use of permitted means to achieve business goals;
5. compliance with regulations on the incompatibility of jobs;
6. keeping business secrets;

7. avoiding conflicts between personal and business interests;
8. performing business activities in a way that does not cause damage to existing shareholders, members or partners;
9. performance of business activities that increase the value of the business entity's capital;
10. refraining from using political influence or pressure to achieve business goals;
11. achieving business cooperation with other business entities in accordance with good intentions and good business practices;
12. resolving disputes with business partners through negotiations or mediation, with an effort to continue business relations;
13. respect for intellectual property rights;
14. performance of business activities in accordance with regulations on environmental protection and improvement;
15. respect for the standards of business ethics and contribution to the further affirmation of morality in business relations.
16. affirmation of morality in business relations

The objective of the Code is:

1. to contribute to the performance of business activities of business entities in the spirit of business ethics, good business customs and the principles of conscientiousness and honesty, to enable the transparency of the operations of business entities.
2. to enable the transparency of the operations of business entities.

Carrying out business activities in accordance with the requirements of business ethics and standards of business ethics is part of the business policy of every member of the Chamber of Commerce of the Republic of Serbia and its contribution to the affirmation of business ethics. (Source: RS Chamber of Commerce)

1.2.8 Code of Ethics for Employees and Students of Secondary Schools in Bosnia and Herzegovina

This code of ethics establishes the moral principles and principles of professional ethics of teachers, professional associates and other workers of secondary schools and students in the educational process with the aim of protecting dignity, profession and personality, improving moral values and raising the awareness and responsibility of school workers and students in secondary schools school.

The goal of the Code is respect, understanding and acceptance of basic principles and morally justifiable behaviour at school.

Professional ethical principles indicate the goals that every professional should achieve and share with his colleagues in the performance of his work.

The school fosters relationships of mutual understanding and respect for the personalities of students, school staff and students' parents. The school provides the necessary conditions for all school staff and students to become familiar with the Code. (Source: official newspaper of the Federation of Bosnia and Herzegovina)

1.2.9 Code of Ethics for Civil Servants in Bosnia and Herzegovina

This code of ethics establishes the rules and principles of behaviour of civil servants in the performance of their official duties. This code of ethics contains the rules that civil servants must adhere to during the performance of their duties, in accordance with the Law on Civil Service in the Federation of Bosnia and Herzegovina ("Official Gazette of the Federation of Bosnia and Herzegovina", no. 29/03, 23/04, 39/04, 54/ 04, 67/05, 8/06 and 4/12, 99/15 and 9/17 Civil Service Law), other laws and bylaws.

The ethical principles established by this code of ethics are principles that civil servants must adopt as a personal criterion for behaviour in relations with other civil servants, in relation to citizens, in relation to work, as well as to the state authority in which they perform their duties. In the performance of his duties, the civil servant applies the principles of civil service and the principles of the conduct of civil servants, prescribed by the Law on Civil Service and other regulations. In implementing the principles of this code of ethics, the civil servant undertakes actions and measures that are prescribed, avoids and refrains from those actions that are not allowed or are prohibited. A civil servant is obliged to perform the duties and tasks of his workplace in an orderly, correct and timely manner, as well as other assigned duties and tasks within the framework of professional training and competences.

Every order issued to a civil servant by a superior, in the exercise of discretionary powers, must be clear and based on laws, by-laws, work plans and programs, or other acts that regulate the competences and activities of civil service bodies.

A civil servant is obliged to take care not to diminish his personal reputation, the reputation of civil service bodies and citizens' trust in the civil service by his behaviour in a public place and public appearances.

In the performance of private affairs, the civil servant does not use official designations or the authority of the position in the civil service.

When making decisions, the civil servant is obliged to act in such a way as to enable each party to protect and realize their rights and legal interests as easily as possible, taking care not to harm the public interest.

When making decisions and exercising discretionary powers, a civil servant is obliged to take into account the public interest and relevant facts and must not act in a way that puts him in a position of obligation to return a service to a natural or legal person.

In the performance of his regular duties, as well as in the case of participation in work in commissions and other working bodies, a civil servant must not allow his private interest to come into conflict with the public interest. The civil servant is obliged to take into account the real or possible conflict of interest and take all the measures provided by the law in order to avoid the conflict of interest. The head of the civil service body (hereinafter: the head of the body) is responsible for the effective management of the conflict of interest of civil servants, as well as for recognizing situations that may lead to a conflict of private and public interest, and finding adequate solutions in case of discovery or reporting of a conflict of interest.

A civil servant, in the performance of his duties, is obliged to continuously prevent abuse of the position of any employee in the civil service body. The civil servant is obliged to report to the competent authorities, as well as to the head of the civil service authority, the cases of receiving or giving any profit, benefits, compensation in money, services or other forms of benefits that any employee in the

to a civil service body, i.e. made or promised by a natural or legal person to any employee in a civil service body with the intention that the employee will do what he or she should not do or not do what he or she is obligated to do within the scope of his or her authority.

It is forbidden for a civil servant to demand or receive from natural or legal persons any profits, benefits, compensation in money, services or other forms of benefits. Article 7 (Handling of entrusted funds) The civil servant is obliged to use the material and financial resources entrusted to him in the performance of his duties in a dedicated, economical and efficient manner, exclusively for the performance of his duties and not to use them for private purposes.

A civil servant may not receive a gift, or any service or other benefit for himself or other persons in the performance of his duties, except for a protocol or occasional gift of lesser value. If a civil servant is offered a gift or some other value, he is obliged to refuse the gift or other benefit, that is, to return the gift, to take steps to identify the person and, if possible, to find witnesses, and to immediately make an official note and inform his immediate superior.

If a civil servant is in doubt as to whether the offered gift can be considered an appropriate gift of lesser value, he is obliged to ask his immediate superior for an opinion.

A civil servant is not allowed to use the institution's property for private purposes, and especially to use the institution's property against the interest of the civil service.

In the performance of his duties, a civil servant cannot demand access to information that he does not need for the performance of his duties, and he uses the information that is available to him in the manner prescribed by the Law on the Protection of Personal Data ("Official Gazette of Bosnia and Herzegovina", no. 49/06, 76/11, 89/11-ispr and other regulations. A civil servant may not unauthorized communicate information obtained in the performance of his duties, nor provide information to others if this is not in accordance with the Law on Freedom of Access to Information in the Federation of Bosnia and Herzegovina ("Official Gazette Federation of Bosnia and Herzegovina", no. 32/01 and 48/11), the Law on the Protection of Personal Data, by-laws, rules and procedures of civil service bodies. In the performance of private affairs, a civil servant may not use information that is officially available to him in order to obtain benefits for themselves or for their relatives.

The civil servant is obliged to express the views of the state body in all forms of public appearance and activities in which he represents the state body, in accordance with the regulations, authorizations, professional title and this code of ethics. In public appearances in which he does not represent a state body, the official may not present information from the scope of work of the state body or the affairs of his workplace, which could damage the reputation of the state body and the trust of citizens in the work of the state body.

When expressing personal views and opinions and long information via social networks and other media, the civil servant is obliged to take care of his personal reputation and the reputation of the civil service.

In the official premises of the institution, a civil servant may not wear or point out the symbols of political parties, nor their propaganda material, and publicly express their beliefs related to political parties and their activities. (2) A civil servant may not influence the political commitment of other civil servants.

A civil servant is obliged to refrain from all activities that may be perceived by the public as support for a political party or as support for the political activity of a close relative.

1.2.10 Code of Commercial Communication in Bosnia and Herzegovina

This code governs the basic principles:

1. of audio-visual commercial communications in the program contents of all audio-visual media service providers in Bosnia and Herzegovina;
2. of commercial communications in the media services of radio in Bosnia and Herzegovina.

This code does not regulate issues of political advertising, to which the provisions of the Election Law of Bosnia and Herzegovina, the regulations adopted by the Central Election Commission of Bosnia and Herzegovina, as well as other regulations related to this area are applied.

For the purpose of interpreting this Code, the following definitions shall be used:

- **Agency** means the Regulatory Agency for Communications of Bosnia and Herzegovina;
- **Audio-visual media service** means a service whose main purpose is the provision of programs aimed at informing, entertaining or educating the general public via electronic communication networks, and which is under the editorial responsibility of the provider of this media service.

Audio-visual media service includes television broadcasting, audio-visual media service on demand (video on demand) and/or audio-visual commercial communications as defined by this code;

- **Audio-visual media service on demand** (video on demand) means a non-linear audio-visual media service provided by the provider of this media service for the purpose of viewing programs at the time chosen by the user of this service and based on the personal choice of the user of this service from the program catalogue made by the provider of this media service;
- **Audio-visual program** means a sequence of moving images with or without sound, which represents a separate element in the program scheme established by the audio-visual media service provider, and whose form and content is comparable to the form and content of television broadcasting;
- **Television broadcasting** means a linear audio-visual media service provided for the purpose of viewing programs based on a programming schedule;
- **Radio media service** means a service whose main purpose is the provision of programs aimed at informing, entertaining or educating the general public via electronic communication networks, and which is under the editorial responsibility of the provider of this media service. Radio media service includes radio broadcasting, on-demand radio media service and/or commercial radio communications;
- **On-demand radio media service** means a non-linear radio media service provided by the provider of this media service for the purpose of listening to programs at the time chosen by the user of this service and based on the personal choice of the user of this service from the catalogue of programs created by the provider of this media service;
- **Radio program** means a sequence of sound and speech content that represents a separate element in the program scheme established by the provider of the media service of radio broadcasting;

- **Radio broadcasting** means a linear media radio service provided for the purpose of listening to programs based on a program schedule;
- **Editorial responsibility** means exercising effective control over the selection, organization and presentation of audio-visual or radio content, either in the form of a chronological arrangement, if it is a television or radio broadcast, or in the form of a catalogue, if it is an on-demand media service;
- **Media service provider** means a natural or legal person who bears editorial responsibility for the selection of audio-visual or radio content, the way of organization and presentation of that content;
- **Television station** means the provider of the media service of television broadcasting;
- **Radio station** means the provider of the media service of radio broadcasting;
- **Commercial communications** mean audio-visual commercial communications and commercial radio communications;
- **Audio-visual commercial communications** mean visual representations with or without sound that aim to promote, directly or indirectly, products, services or the image of a natural or legal person engaged in economic activity. Such visuals accompany or are included in the program in exchange for monetary compensation or similar consideration or for self-promotional purposes.

Forms of audio-visual commercial communications include, but are not limited to, television advertising, sponsorship, telecommerce and product placement;

- **Commercial communications on the radio** mean sound and speech content that aims to promote, directly or indirectly, products, services or the image of a natural or legal person engaged in economic activity. Such content follows or is included in the program in exchange for monetary compensation or similar consideration or for the purpose of self-promotion. Forms of commercial radio communications include, but are not limited to, advertising, sponsorship, telecommerce and product placement;
- **Advertising** means any form of communication related to a trade, activity, trade or profession, which is broadcast for the purpose of improving the offer of goods or services, including immovable property, and the rights and obligations of a public or private legal or natural person, in exchange for monetary compensation that is, a similar counter-service, or for the purpose of self-promotion;
- **An advertiser** is a public or private legal or natural person who orders advertising with the intention of promoting its products, services, real estate, rights and obligations, and improving the legal circulation of them, i.e. with the intention of promoting its name, personality, ideas and activities and thereby gaining business partners or ensure reputation;
- **Disguised commercial communications** mean the presentation, by words, sound or image, of the product, service, name, trademark or activity of the product manufacturer or service provider in the programs, which is used by the media service provider for the purpose of advertising, with the intention of causing the public to acquire a false image of the nature of that representation regardless of whether this representation was made in exchange for monetary compensation or a similar consideration. The intention of such representation will be considered particularly prominent if it was made in exchange for monetary compensation or similar consideration;

- **Misleading commercial communications** mean any commercial communication that in any way, including representation, misleads or is likely to mislead the persons to whom it is intended or to whom it reaches, and which, due to its misleading nature, may influence their economic behaviour or which, for the same reasons, harms or may harm a competitor;
- **Comparative commercial communications** mean any commercial communication that explicitly or implicitly identifies a competitor, i.e. the products or services it offers;
- **Virtual advertising** means an advertising technique that changes the existing advertisement in the broadcast program, which is in the form of billboards, etc., or adds a new advertisement in a place where it does not exist in the actual program, so that virtual advertising acts as an integral part the original broadcast of the program;
- **On-screen advertising** means advertising that is displayed simultaneously or in parallel with editorial content;
- **Tele promotion, i.e. radio promotion**, means a form of advertising during program transmission, where a break is made in the previous flow of editorial content, and the presenter assumes the role of presenter of certain products or services;
- **Sponsorship** means the participation of a public or private legal or natural person who is not involved in the provision of audio-visual media services or radio media services, i.e. the production of audio or audiovisual works, in the financing of audiovisual media services or radio media services, i.e. programs with the aim of promoting their name, brand, image, activity or product;
- **Sponsor** means any public or private legal entity or natural person that participates in the financing of audiovisual media services or radio media services, i.e. programs with the aim of promoting its name, brand, image, activities or products;
- **Sponsored program** means a program whose costs of production and/or transmission are partly or entirely borne by the sponsor with the aim of promoting its own or someone else's name, brand, image, activities, products or other direct or indirect commercial interests;
- **Telecommerce** means a direct offer made to the public for the purpose of acquiring goods or services, including immovable property, as well as rights and obligations, in exchange for monetary compensation;
- **Product placement** means any form of audiovisual commercial communication or commercial communication in radio media services that contains or refers to a product, service or brand, and which is displayed within a program in exchange for monetary compensation or similar consideration;
- **Commercial communications intended for minors** mean messages recommending a product or service, which according to the type, nature, form, quality and other properties, independently or with the help of others, are exclusively or predominantly used by minors;
- **A minor** is a person under the age of 18;
- **Current Affairs Program** means a program that contains explanations and analyzes of current events and current topics and events, including programs dealing with political or economic controversies, as well as current affairs or public policy issues;
- **Religious program** means a program that deals entirely or mostly with religious issues;

- **Public radio and television stations** mean radio and television stations that are defined as such by Rule 77/2015 on the provision of audiovisual media services and Rule 76/2015 on the provision of radio media services;
- **The public RTV services** are the Public Radio and Television Service of Bosnia and Herzegovina, Radio and Television of the Federation of Bosnia and Herzegovina and Radio and Television of the Republic of Srpska;
- **Decency** refers to standards of behavior and speech that are considered acceptable in the context of the average viewer or listener;

General principles of commercial communications:

- Commercial communications will be immediately recognizable as such.
- Covert and misleading commercial communications are prohibited.
- Subliminal techniques will not be used in commercial communications.
- Commercial communications will not:
 - call into question respect for human dignity;
 - humiliate, intimidate or incite hatred, violence or discrimination against a person or group on the basis of gender, race, ethnicity, nationality, religion or belief, disability, special needs, age, sexual orientation, social origin or on the basis of any other circumstance that has the purpose or effect of making it impossible or threatening for any person to recognize, enjoy or exercise his rights and freedoms on an equal basis;
 - be offensive or contrary to generally accepted standards of decency;
 - encourage behavior that is harmful to health or safety;
 - encourage behavior that is harmful to the environment.
- Commercial communications depicting the unreasonable use of force or the threat of force are prohibited.
- The advertiser or sponsor will not under any circumstances influence the content of audiovisual media services or radio media services, i.e. programs, as well as the schedule of television or radio program content, in a way that affects the editorial responsibility and independence of the media service provider.
- Persons who regularly appear in audiovisual news programs or audiovisual programs on current events shall not participate visually or verbally in television advertising and telecommerce, as well as in advertising and telecommerce in radio programs.
- Commercial communications will respect the principles of fair competition, generally accepted in business, and will not harm the interests of consumers.
- Audiovisual commercial communications advertising products or services that can be obtained by calling value-added telephone numbers shall contain a clear and visible indication of the price of such call, including the price of VAT and other information related to the call, in such a way that the size of the displayed price of the call, including VAT price and other data related to calling, must not be less than 2/3 of the size of the highlighted telephone number.

- Commercial communications will in no way abuse and/or manipulate superstitions, fears or gullibility of individuals or the public, nor will they encourage potentially harmful behaviors.
- Commercial communications will not promote quackery or quackery-related services.
- Commercial communications that directly or indirectly refer to erotica or pornography (hot-line, advertising and telemarketing of press, films, etc.) will be broadcast only between 24:00 and 06:00. This restriction does not apply to content displayed with technical protection, nor to on-demand media services.
- Commercial communications that in any way promote paranormal phenomena and parapsychology, as well as all services related to the aforementioned, will only be broadcast between 24:00 and 06:00. This restriction does not apply to content displayed with technical protection, nor to on-demand media services.

(Source: Article 39, paragraph (1) of the Law on Communications ("Official Gazette of BiH", no. 31/03, 75/06, 32/10 and 98/12))

2 COMPARISON OF CURRICULA

2.1 COMPARISON OF CURRICULA – ETHICS IN MANAGEMENT

After reviewing and comparing the learning content of the OMP course (Celje, Slovenia) and the learning content at the PIM University (Banja Luka), it is found that the PIM University has a special course Business Ethics and Communication, which teaches the content of Ethics and Communication. These contents are not included in the OMP course. The curricula for both subjects can be seen in the appendices.

2.2 COMPARISON OF CURRICULA - ETHICS IN MARKETING

When comparing curricula, it is necessary to take into account that the partners of the project are educational organizations of tertiary education, but the Celje School of Economics, VSŠ is a higher education organization, and PIM University is a higher education organization, which is why the length of the study process varies (2 years in Celje, 2 years in Banja Ports 3 or 4), as well as the number of credit points. In the case of the Celje School of Economics, VSŠ, it is a study process with 120 ECTS, while studying at PIM University brings 180 or 240 ECTS.

Furthermore, in the case of the Celje School of Economics, VSŠ, it is the **Economist study program**, within which Marketing is a subject. At PIM University, students of the Faculty of Economics (among others) can enrol in the **Marketing study program** with many subjects in the field of expertise, such as: Marketing, Market Research, Marketing Communication, Marketing Management, International Marketing, Consumer Behaviour, Digital Economy with Marketing in digital economy (see Annex No. 3).

A comparison of the Marketing course within the two-year Economist study program at the Celje School of Economics, VSŠ and the three-year Marketing study program at PIM University shows that there is no content on ethics within the course at any of the educational institutions (see appendix 4 and 5).

However, first-year students in all three-year study programs at the Faculty of Economics of PIM University take the course Business Ethics and Communication.

3 LECTURES TO STUDENTS AT BOTH INSTITUTIONS

3.1 LECTURES TO STUDENTS AT PIM UNIVERSITY, BANJA LUKA, MAY 2021

3.1.1 Lectures given by Anton Vorina, Ph.D.

Anton Vorina, Ph.D., gave a lecture about ethics in business.

- Philosophy about Ethics vs. Moral vs. Legal Throughout History: Case Studies in
- Politicians' (Ethical) Behaviour during the Pandemic in Slovenia: Case Study



Photo 1: Anton Vorina, Ph.D.

(Source: <https://www.facebook.com/photo/?fbid=3009996939219087&set=pcb.3009997052552409>)

3.1.2 Lectures given by Zdenka Grlica, B. S.

Zdenka Grlica, B.S., gave two lectures:

- Ethics in Marketing and
- Examples of (Un)Ethics in Marketing.

The content of the first lecture covered topics such as ethical marketing, ethical dilemmas in marketing, ethical problems in marketing, marketing strategies and ethics, and the consequences of unethical marketing.

Students learned about and commented on examples of weak and good ethics practices in marketing. The first group included examples of unethical marketing in the pharmaceutical and food industries, as well as examples of exploitative companies (i.e. Sweatshops), where it is an extreme exploitation of (child) labour and the environment. Examples in the second group: Carlsberg Croatia, fair trade, (i.e. Fair trade), Benetton and Avon.

The lecture presentation is available as a .ppt file on the project portal.



Photo 2: PowerPoint presentation of the lecture by Zdenke Grlica, B.S.
(Source: author)



Photo 3: The first lecture by Zdenke Grlica, B.S., to students Faculty of economics, University of PIM
(Source: <https://www.facebook.com/photo.php?fbid=4313909001961706&set=pb.100000279477428.-2207520000..&type=3>)



Photo 4: Zdenka Grlica, B.S., with students of Faculty of economics, University of PIM after the second lecture

(Source: <https://www.facebook.com/photo/?fbid=4322437897775483&set=pb.100000279477428.-2207520000..>)

3.1.3 Lectures Given by Mr. Miro Mihec

Mr. Miro Mihec gave two lectures:

- Ethical Advertising with Examples in Practice: Definitions of Terms and Examples
- Ethical Advertising, Marketing and Self-promotion and Possible International Cooperation

The first lecture covers: ethical business as part of social responsibility according to the ISO26000 standard, social impact and what ethical, socially responsible and social companies are. The first lecture also covers examples of good practices, namely: the daily activity centre for the elderly association TOTI DCA, SE, the project "Maribor, European Capital of Social Economy 2018" and the project of the Ecologist Without Borders association "Cleaning Slovenia in a Day" in the years 2010 – 2018.

The second lecture covers: presentation of the company for ethical advertising and marketing with positive social impact Etika d.o.o., the definition of ethical advertising with an example from practice, the campaign "I buy responsibly" and digital and classic marketing with an emphasis on self-promotion of the organization.



Photo 5: First lectures by Miro Mihec to students of Faculty of economics, University of PIM
 (Source: <https://www.facebook.com/photo.php?fbid=157817629685725&set=pb.100063724656204.-2207520000..&type=3>)



Photo 6: Miro Mihec and students in študenti after the lecture „Ethical Advertising with Examples from Practice“
 (Source: <https://www.facebook.com/photo.php?fbid=159801576153997&set=pb.100063724656204.-2207520000..&type=3>)

3.2 LECTURES TO STUDENTS AT EŠ CELJE, VOCATIONAL COLLEGE, OCTOBER 2021

3.2.1 Lectures Given by Ostoja Barašin, Professor, Ph.D.

Ostoja Barašin, Ph.D., gave a lecture titled »Business Ethics - the Challenge of Modern Business. «



Photo 7: Ostoja Barašin, professor, Ph.D:

(Source: <https://www.facebook.com/photo?fbid=4761404677212134&set=pcb.4761408463878422>)

3.2.2 Lectures Given by Nikola Vojvodić, Professor, Ph.D.

Nikola Vojvodić, Ph.D., delivered a lecture titled »Business Ethics in Marketing. «



Photo 8: Nikola Vojvodić, professor, Ph.D.,
(Source: <https://www.facebook.com/photo/?fbid=4761404723878796&set=pcb.4761408463878422>)

3.2.3 Lecture Given by Mr. Branko Kecman

Mr. Branko Kecman gave a lecture titled »Ethics - Examples in Business. «



Photo 9: Mr Branko Kecman
(Source: <https://www.facebook.com/photo?fbid=4772158946136707&set=pcb.4772169486135653>)

3.3 LECTURES TO STUDENTS AT PIM UNIVERSITY, BANJA LUKA, MAY 2022

3.3.1 Lectures Given by Anton Vorina, Ph.D.

On Tuesday, May 24 and Thursday, May 26, the members of the project group from Slovenia held several lectures, which were held live and online, via the Teams application and social networks of PIM University. Different groups of students attended the lectures. As part of his lectures, Anton Vorina, Ph.D., presented the topics "Ethical Management in Slovenian Companies in 2021" and "Ethical Code: Practical Examples of Slovenian Companies" to the students.

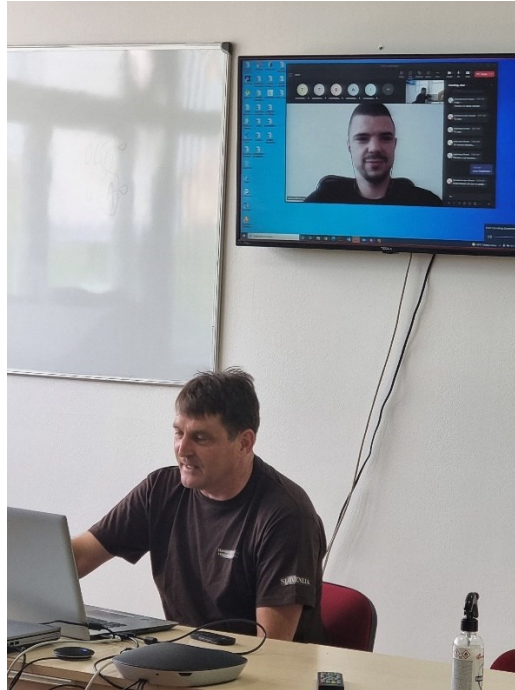


Photo 10: Students were also able to follow the lectures by Anton Vorina, Ph.D. online
(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)



Photo 11: Lectures by Anton Vorina, Ph.D. were also held live via social networks
(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)

3.3.2 Lectures Given by Zdenka Grlica, B.S.

Zdenka Grlica, B.S. lectured on "Ethics in Marketing in the Field of Promotion and Market Research in Slovenia". She also presented examples of bad and good practice to the students.



Photo 12: Zdenka Grlica, B.S.

(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)

3.3.3 Lectures Given by Mr Miro Mihec

Miro Mihec from Etika d.o.o. prepared a longer, two-day lecture entitled "Opportunities of Ethical, Socially Responsible Economy and Social Economy", especially from the point of view of addressing the United Nations' sustainable development goals until 2030.



Photo 13: Students who followed Miro Mihec's lecture in the lecture room

(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)

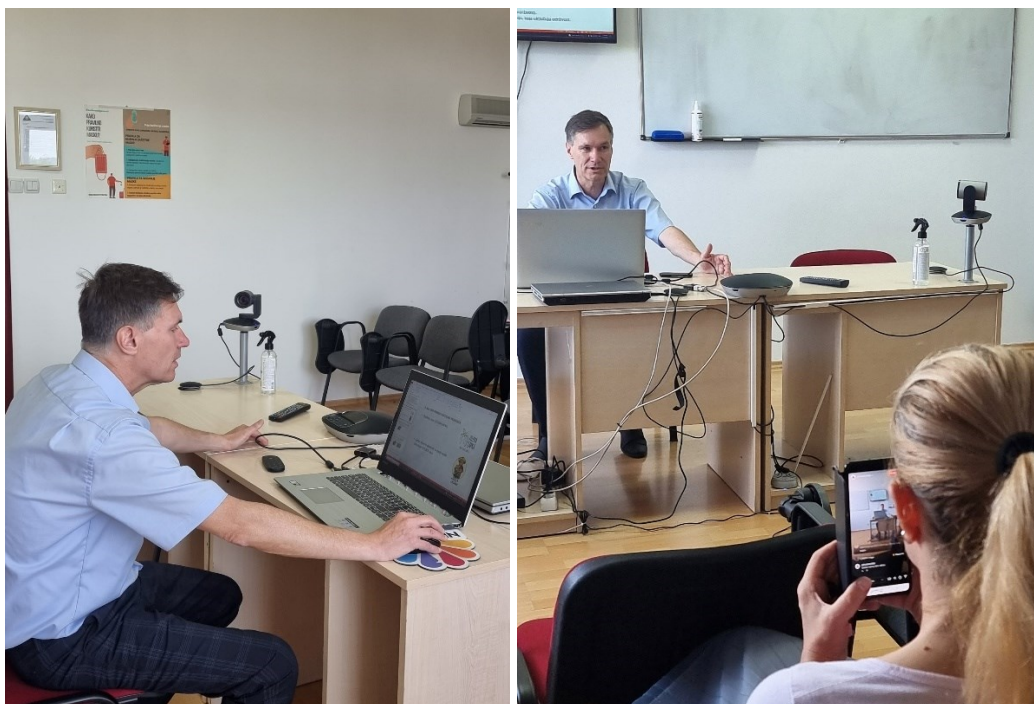


Photo 14: Miro Mihec during the lectures, which were followed by the students also through the MS Teams application and social networks

(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)

4 EXAMPLES OF GOOD PRACTICES – ETHICS IN BUSINESS

4.1 EXAMPLES OF GOOD PRACTICES IN BOSNIA AND HERZEGOVINA

4.1.1 Company Kolektor

The company Kolektor has values such as responsibility, honesty, perseverance, customer orientation, innovation, team spirit written on its website (<https://www.kolektor.com/values>).



Photo 15: Director Predrag Zorić presented ethics in the business of Kolektor CCL, PE Laktaši
(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170/photos/pcb.4194523497279704/4194523133946407/>)

4.1.2 Company Dunav osiguranje

The company Dunav Osiguranje has a clearly written socially responsible business on its website (<http://dunav.ba/o-kompaniji/drustveno-odgovorno-poslovanje/>), where the company's attitude towards employees, the environment and the country is defined.



Photo 16: Members of the Erasmus+ project team with director Bojan Popović at the headquarters of the insurance company Dunav osiguranje Banja Luka

(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170/photos/pcb.4194523497279704/4194523133946407/>)

4.1.3 Meeting with the Minister of Economy and Entrepreneurship of Republic of Serbia

The meeting was attended by Minister Vjekoslav Petričević and his team. The conversation revolved around the importance of ethical business. A longer debate developed on the field of social entrepreneurship, as they are in the phase of drafting legislation on social entrepreneurship. We learned about the legislation on social entrepreneurship and compared it between the two countries. At the same time, it should be emphasized that the law on social entrepreneurship in Slovenia was already adopted in 2011, while in Republic of Serbia it is still in the process of preparation and coordination with actors.



Photo 17: Representatives of EŠC, VSŠ and PIM Banja Luka University at a meeting with the Minister of Economy and Entrepreneurship of Republic of Serbia with colleagues

(Source: <https://www.facebook.com/514615871937170/photos/a.514956555236435/4191885817543472/>)

4.1.4 Examples of Socially Responsible Tourism and Family Entrepreneurship

During the second visit to PIM University, Anton Vorina, Ph.D. Zdenka Grlica, B.S. and Miro Mihec (Etika d.o.o.) learned about examples of socially responsible, sustainable tourism and discussed (un)ethics in the case of wars. They saw the waterfalls with mills on the Krupa River and the production of flour from different types of grains. This was followed by a visit to the Kozara National Park with a tour of the memorial complex. Exactly 80 years have passed (1942-2022) since the offensive on Kozara, in which thousands lost their lives, and 68,600 civilians were taken to camps. The tour concluded with a visit to the BK Oaza ethnic village under Kozara. On Thursday, May 26 2022, members of the project group from Slovenia visited the producer of honey, aronia and hazelnuts, the family company Pčelarstvo Barašin.



Photo 18: Krupa river waterfalls and mill

(Source: <https://www.facebook.com/Ekonomska-%C5%A1ola-Celje-Vi%C5%A1ja-strokovna-%C5%A1ola-514615871937170>)



Photo 19: Kozara National Park with a memorial complex and BK Oaza ethno village
(Source: archive Zdenka Grlica)



Photo 20: Beekeeping Barašin - Plantations and apiaries
(Source: archive Anton Vorina)

4.2 EXAMPLES OF GOOD PRACTICES IN SLOVENIA

4.2.1 Company Responsible Store Natura, Ljubljana

Natura responsible store was created on the initiative of the cooperative Responsible creators, co-op, in 2019. This is a shop with local products from all parts of Slovenia without plastic packaging (zero-waste). In 2021, the management of the store was taken over by one of the cooperatives or trade partners.



Photo 21: In front of the responsible store Natura in Ljubljana

(Source: <https://www.facebook.com/photo?fbid=10225705179725205&set=pcb.10225705186765381>)

4.2.2 Restaurant Druga violina, Ljubljana

During lunch, we got to know the concept of the restaurant Druga violina in Ljubljana, which was created on the initiative of the Centre for training, work and protection of Dolfka Boštjančič. It offers management, protection and employment of wards under special conditions. This is an organized form of care that gives people with special needs the opportunity to actively integrate into social life and the working environment and to perform useful work that is suitable for their abilities.

4.2.3 Company Zelena Japka

Zelena Japka is the first store without plastic packaging (zero waste) in Maribor and the second in Slovenia, with a wide range of organic products.



Photo 22: In front of the responsible shop Zelena Japka in Maribor

(Source: <https://www.facebook.com/photo/?fbid=10225717247066881&set=pcb.10225717251706997>)

4.2.4 Daily Activity Center for the Elderly, TOTI DCA Maribor Association, SE

The TOTI DCA Maribor association is an intergenerational daily activity center aimed at connecting, integrating and socializing older and younger users. Almost 40 volunteer leaders offer almost 400 users just as many free activities: courses, workshops, exercises and excursions.



Photo 23: Reception at TOTI DCA Maribor

(Source: <https://www.facebook.com/Dru%C5%A1vo-TOTI-DCA-Maribor-sop-519967334755103/photos/pcb.4416191378465993/4416190275132770/>)

4.2.5 Company Etika, d. o. o.

Etika d. o. o. is a company for ethical advertising and projects with a positive social impact. The company has been preparing advertising campaigns for ethical companies, organizations, products, services and projects for 14 years.

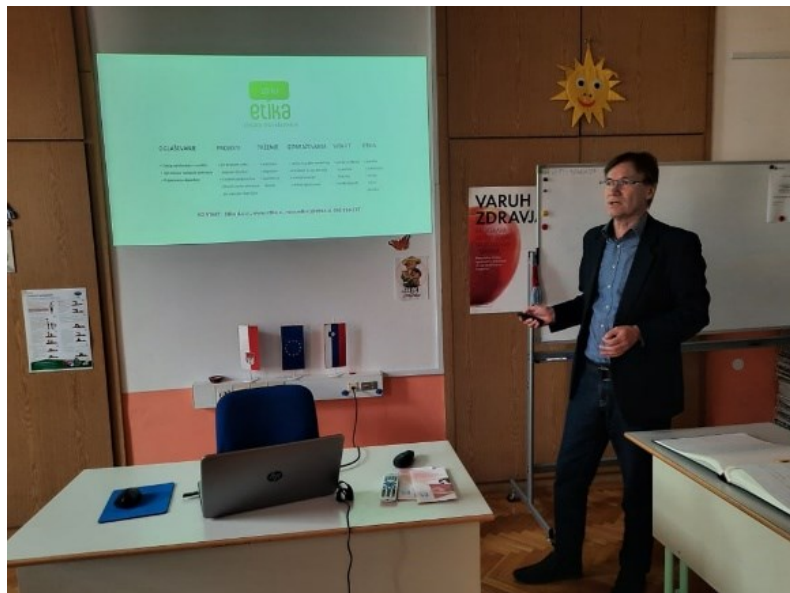


Photo 24: Miro Mihec, company founder

(Source: <https://www.facebook.com/EticnoOglasevanje/photos/pcb.2036395439852583/2036390763186384>)

4.2.6 Faculty of Economics and Business Maribor

The visit of the Erasmus office at the Faculty of Economics and Business, Maribor, and discussions on the possibilities of cooperation between EPF Maribor and PIM Banja Luka. We visited some lecture rooms and the library, and were also welcomed by professor emeritus, honorary citizen of Maribor, PhD Matjaž Mulej, one of the fathers of systems theory, social responsibility and ethics.



Photo 25: A visit to the Erasmus office at EF Maribor

(Source: <https://www.facebook.com/photo/?fbid=4780534098632525&set=pcb.4780536111965657>)

5 PROJECT CONCLUSION

5.1 ADDED VALUE OF THE PROJECT REGARDING CURRICULUM CHANGE

Based on the comparison of teaching content in the field of ethics in management and ethics in marketing between the two institutions, we suggest that the chapter ETHICS IN MANAGEMENT and ETHICS IN MARKETING be included in the curriculum (3 hours) at the Celje School of Economics, Vocational college.

5.2 ADDED VALUE FOR STUDENTS OF PIM UNIVERSITY, BANJA LUKA

After the analysis of student surveys (n=7), which we conducted after the lectures, we found out that the students were very satisfied with the lectures, that they acquired new practical knowledge in the field of ethics in management.

5.3 ADDED VALUE FOR STUDENTS OF CELJE SCHOOL OF ECONOMICS, VSŠ

According to the analysis of student surveys (n=26), which were conducted after the lectures, we found out that the students were very satisfied with the lectures, that they acquired new practical knowledge in the field of ethics in management and that they want such exchanges.