

INTELLECTUAL EXCELLENCE AND BUSINESS STUDIES

Course code	<i>HUM166</i>
Compulsory in the programmes	<i>Selective</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)</i>
Course coordinator (title and name)	<i>Dr. Joe Milburn</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

Intellectual Character Excellence and Business Success course explores answers to the following questions: what is the future of intellectual excellence? How can we grow intellectually excellent character traits? How can we apply these traits in real life scenarios. The course will be based on the study of contemporary philosophy as well as real-world business and policy case studies.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO2. Students will learn to identify arguments about causality.	ELO1.2.	Midterm exam, final exam, course paper	Lectures, seminars, course paper
CLO3. Students will be able to relate knowledge from various behavioural sciences.	ELO1.2.	Midterm exam, final exam, course paper	Lectures, seminars, course paper
CLO5. Students will learn to use information from across different behavioural sciences in carrying out research.	ELO4.1., ELO4.3.	Midterm exam, final exam, course paper	Lectures, seminars, course paper
CLO6. Students will engage in discussions on the ethics of research, including economic.	ELO2.1.	Midterm exam, final exam, course paper	Lectures, seminars, course paper

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Introduction Scope and aims of the course. Introduction to the idea of intellectual excellence.	4	Required Reading, "Why Good Thinking Matters", and "The Intellectual Virtues: A Closer Look" Nathan King <i>The Excellent Mind</i>
The Importance of Curiosity An account of curiosity is given; why curiosity is a characteristic of excellent minds; how to develop curiosity; how curiosity applies in business settings.	4	Required Reading, "Curiosity" in <i>The Excellent Mind</i> , Case Study 1#
Evidence and Rational Belief The importance of evidence for rational belief; varieties of evidence; motivated reasoning and ignoring evidence; the disastrous consequences of ignoring evidence.	4	Required Reading, "Carefulness: Mind Your Evidence" in <i>The Excellent Mind</i> , Case Study 2#
Intellectual Autonomy The importance of being able to think for yourself; why thinking for yourself doesn't mean thinking alone; why businesses need autonomous thinkers.	4	Required Reading, Autonomy: Think for Yourself" in <i>The Excellent Mind</i> , Case Study 2#
Intellectual Humility Understanding intellectual humility and its role in the pursuit of truth; recognizing the limits of one's knowledge; the dangers of arrogance in decision-making; fostering humility in professional and personal settings.	4	"Humility & Self-Confidence: Own Your Weaknesses-and Your Strengths" in <i>The Excellent Mind</i> , Case Study #3
Honesty and Distorting the Truth The importance of honesty in thought and communication; recognizing and avoiding self-deception and bias; how distorting the truth can undermine trust and harm relationships; strategies for promoting honesty in collaborative environments.	4	"Honesty: Don't Distort the Truth" in <i>The Excellent Mind</i> , Case Study #4
Midterm	4	–
Openmindedness The value of being open to new ideas and perspectives; distinguishing openmindedness from gullibility; overcoming the challenges of entrenched beliefs; the role of openmindedness in fostering innovation and creativity.	4	"Open-Mindedness & Firmness: Transcend and Maintain Your Perspective" in <i>The Excellent Mind</i> , Case Study #5
Intellectual Courage Why intellectual courage is essential for challenging prevailing norms and assumptions; the risks and rewards of standing by one's convictions; strategies for cultivating courage in the face of disagreement or opposition.	4	"Courage: Persist Despite Threats" in <i>The Excellent Mind</i> , Case Study #5

Fairmindedness Understanding fairmindedness as a commitment to impartiality and justice in evaluating arguments; avoiding favoritism and prejudice; how fairmindedness contributes to ethical decision-making in business and beyond.	4	"Fair-Mindedness & Charity: Don't Do Unto Others / Do Unto Others" in <i>The Excellent Mind</i> , Case Study #6
Wisdom The nature of wisdom and its distinction from mere knowledge; how wisdom involves applying knowledge with discernment and ethical consideration; the role of experience, reflection, and judgment in cultivating wisdom; why wisdom is essential for leadership and decision-making.	4	Required Reading, Smith, "Neuroscience vs. philosophy: Taking aim at Free-Will" in <i>The Excellent Mind</i> , Case Study #6
Final overview Conclusion from the course	4	
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 30%</i>	30%
Research paper	30%
<i>Individual Components 70%</i>	70%
Daily quizzes	30%
Final Paper	40%
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

- Daily quizzes.** The quizzes will cover material from the previous class. They will count towards 30% of the final grade.
- Research paper.** Students (in small groups) will be assigned to write a research paper about intellectual character excellence.
- Final paper.** The final paper will count towards 40% of the final grade. In it the students will analyze a case of their choosing in terms of the intellectual character excellence they analyzed in the group.
- Retake exam.** The retake will replace the marks for the midterm and the final exams (a total of 70%). It will be an open-book test, including open questions. The exam will cover all topics of the course.

REQUIRED READINGS

The Excellent Mind: Intellectual Virtues for Everyday Life, Nathan L. King

Cases Studies 1-6

Suggested Readings:

HBR's 10 Must Reads on Decision Making by Harvard Business Review;

Thinking, Fast and Slow by Daniel Kahneman

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper