

1.- TECHNICAL INFORMATION ON THE SUBJECT

Business Ethics	
Name	Business Ethics and Corporate Social Responsibility
Degree	International Program
Year	First
Semester	First - Fall
Credits ECTS	4.0
Hours per week	2.5 hpw (2 sessions, of 1 and 1.5 hours respectively)
Type	Optional
Department	Business Management
Area	Business Ethics

Faculty of Business & Economics - ICADE	
Professor: Anna Bajo	
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Office Hours:	2h per week: previous appointment required by e-mail

2.- SPECIFIC INFORMATION ON THE SUBJECT

Contextualisation of the subject	
Contribution to the student's professional profile	
<p>The course aims to contribute to the understanding of the ethical dimension of the problems managers have to face through managing organizations and the contribution that the Corporate Social Responsibility (CSR) can make to a more humanistic society. Therefore, the student will connect Ethics and CSR to the different areas of the business, such as Strategy, Marketing, Finance or Human Resources to materialize their presence in the decision-making process. Furthermore, this business performance will be analysed in the context of present global socio-economic environment, taking into account the business contribution to Sustainability.</p>	

3.- TOPIC AREAS and CONTENTS

Syllabus
PART I: FUNDAMENTALS OF BUSINESS ETHICS
Topic 1: Ethical dimension of business
Topic 2: Methodology for ethical reasoning
PART II: ETHICAL RESPONSE TO A SOCIAL COMMITMENT: CSR for Sustainability
Topic 3: Sustainable Development in the Triple Bottom Line
Topic 4: Corporate Social Responsibility
PART III: MAINSTREAMING BE AND CSR INTO BUSINESS
Topic 5: Managing stakeholders
Topic 6: Initiatives to foster and implement Business Ethics and CSR

4.- OBJETIVES

Learning Outcomes
<p>On successful completion of this course students should be able:</p> <ul style="list-style-type: none"> • To obtain an insight into the role business has in the society and which responsibility companies have to assume. • To gain a conceptual understanding of Ethics -applied to Business- and Corporate Social Responsibility. • To achieve an awareness of the ethical dimension existing in all areas of business management, understanding who is affected by the corporate decisions at each dimension of the Triple Bottom Line. • To identify conflict situations and dilemmas to be managed in the daily business performance • To use tools to facilitate the complex and fair decision-making process in the contemporary economic context. • To construct solid arguments based on values that, applying different methodologies, can conduce to effective reasoning. • To know some of the initiatives most frequently followed by companies. • To learn the process that corporations should follow to integrate CSR into the strategy, depending on the degree of commitment desired.

5.- TEACHING METHODOLOGY

General Aspects	
The focus of this subject is based on active participation, promoting reflection and discussion.	
Presential Methodology: Teaching Activities	
Lectures in which the teacher will present the main contents in a clear, structured and motivating way, usually supported by diverse audiovisual resources, readings and presentations.	
Discussion sessions whereby the teacher explains the basics, with the active and collaborative participation of students. It includes dynamic presentations and formal or spontaneous participation of students through various activities.	
Analysis and resolution of cases proposed by the teacher, from a brief reading, a material prepared for the occasion, or any other data or information necessary to apply in practice the theoretical knowledge boosting the student's argumentative ability. They are based on the selection of materials suited to the course professional, to the greatest extent possible, in order to train the student in solving real problems and the ability to react to unexpected situations and approaches. Usually conducted in teams.	

Simulations, role plays, group dynamics. Simulations, role plays and other group dynamics are learning activities in which the student acts the part of another person. Students will analyze the situations, take decisions and identify and evaluate the consequences.	
Public presentations. Presentations in class, individually or collectively. They will assess the conceptual organisation, mastery of subject matter, the simplicity, rationality and respect of the different phases. In the case of team presentations the active contribution of team members will be assessed.	
Non- Presential Methodology: Teaching Activities	
Individual study made by the student in order to understand and retain scientific content with a possible future application in their profession. Individual reading of texts (literature) and notes of different types (books, magazines, loose articles, newspapers, Internet publications, reports on practical experiences, etc..) related to the subject. <i>In the Resources Site of the University (Moodle) students will find readings, materials for the sessions and practical cases.</i>	
Tutorials for Individuals or small groups, to solve doubts that may arise, as well as monitoring student progress.	
Teamwork Research team based, where the students will have to share information and resources to achieve a common goal.	
Organised Reading. Reading and analysis of relevant texts with various tasks to assess reading comprehension of an individual or group.	

6.- ASSESSMENT AND EVALUATION CRITERIA

Assessment activities	CRITERIA	WEIGHT
Attendance and active participation in class.	Participation and rigorous approach to the subject. Proactivity	10%
Resolution of case studies and reflections: practical application of knowledge acquired.	Individually and teamwork; contents practical application.	30%
Final team work* of research and synthesis.	Synthesis ability, argumentation, public presentation and defense	30%
Final individual assignment: To be developed individually at the end of the semester.	Comprehensive and relational ability. Ability to argument and show ideas.	30%

7.- BIBLIOGRAPHY AND RESOURCES.

Basic Bibliography
Manuals
Crane, A. M & Matten, A. K. (2010), <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i> . Oxford University Press. New York, USA.
Articles
<ul style="list-style-type: none"> Bañon Gomis, Alexis J.; Guillén Parra, Manuel; Hoffman, W. Michael; McNulty, Robert E. (2011): "Rethinking the concept of sustainability", <i>Business & Society Review</i>, Vol. 116, Issue 2, p171-191. Fitzgerald, N. & Cormac, M. (2006), "The role of business in society. An agenda for action". Report, November, (<i>The conference board</i>, a joint initiative of Harvard University's Kennedy School of Government and The International Business

Leaders Forum)

- Friedman, Milton (1970): "The Social Responsibility of Business is to Increase its Profits", New York Times Magazine, September.
- Gonzalez Fabre, Raúl (2015): "Teaching Note on Ethical Reasoning" (on moodle)
- Madrakhimova, Firuza S. (2013): "Evolution of the concept and definition of CSR", *Global Conference on Business and Finance Proceedings*, Volume 8, n. 2
- Porter, Michael E., and Mark R. Kramer (2011). "Creating Shared Value." *Harvard Business Review* 89, n. 1-2 (January–February).
- Tokoro, Nobuyuki (2007): "Stakeholders and Corporate Social Responsibility (CSR): A New Perspective on the Structure of Relationships", *Asian Business & Management*, n. 6, pp. 143–162.
- WCED - World Commission on Environment and Development (1987): *Our Common Future* (Brundtland Report; Chairman: Gro Harlem Brundtland).

*** Other articles may be suggested or requested during the course responding to subject interest**

Websites

AccountAbility: <http://www.accountability.org/>

European Commission (CSR): <http://ec.europa.eu/social/main.jsp?catId=331&langId=en>

European Commission. Green Book (2001):

http://europa.eu/legislation_summaries/employment_and_social_policy/employment_rights_and_work_organisation/n26039_en.htm

Global Reporting Initiative (GRI): www.globalreporting.org

ILO – Resource guide on CSR:

<http://www.ilo.org/public/english/support/lib/resource/subject/csr.htm>

Institute of Business Ethics: <http://www.ibe.org.uk/>

ISO (Social Responsibility). ISO 26.000: <http://www.iso.org/sr>

OECD Guidelines for Multinational Enterprises:

<http://www.oecd.org/daf/internationalinvestment/guidelinesformultinationalenterprises/oecdguidelinesformultinationalenterprises.htm>

The Global Compact: <http://www.unglobalcompact.org/>

The United Nations Environment Programme Finance Initiative (UNEP FI):

<http://www.unepfi.org/>

United Nations Environment Programme (UNEP): <http://www.unep.org/>

Social Accountability International (SAI): <http://www.sa-intl.org/>

Presentations

Presentations Summary of topics available in the Resources Site.

Other materials

Documents used in class.

Complementary Bibliography

Reference Books

Boss, J. A. (2010), *Ethics for Life*. (5th Ed.) McGraw-Hill Higher Education. New York, USA.

Carroll, A.B. & Cuchholtz, A.K. (2003), *Business & Society. Ethics and Stakeholder Management*. Thomson Learning. 5th ed. Mason, USA.

Frederick, R. E. (2002), *A companion to Business Ethics*. Blackwell Publishing. Massachusetts, USA.

Freeman, E. R.(1984), *Strategic Management: A Stakeholder Approach*, Pitman

Shaw, W. H. and Barry, V (2009), *Moral Issues in Business* (11th Ed.). Wadsworth, Belmont, USA.

Steaere, Roger (2009), *Ethicability. How to decide what's right and find the courage to do it*. Roger Steaere Consulting Limited. Ashford, UK. (3rd. edition)

Weiss, J. W. (2009), *Business Ethics. A Stakeholder and Issues Management Approach*, International Edition. Cengage Learning. Mason, USA.

Articles

- “Just Good Business”, The Economist, January, 2008.
- Bañon Gomis, Alexis J.; Guillén Parra, Manuel; Hoffman, W. Michael; McNulty, Robert E. (2011): "Rethinking the concept of sustainability", *Business & Society Review*, Vol. 116, Issue 2, pp. 171-191.
- Carroll, Archie B. (1999): "Corporate Social Responsibility: Evolution of a Definitional Construct", *Business & Society*, vol. 38, n. 3, pp. 268-295
- Donaldson, Thomas and Lee E. Preston (1995): “The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications”, *The Academy of Management Review*, Vol. 20, n. 1, pp. 65-91.