



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Business Ethics and Corporate Social Responsibility
Código	E000008552
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Gestión Empresarial
Responsable	José Ángel Ceballos-Amandi (coord.)
Horario	Consult for this purpose the schedules of the different groups in which it is taught.
Horario de tutorías	To consult to this effect the schedule of attention of students established by each teacher. Previous appointment by e-mail

Datos del profesorado	
Profesor	
Nombre	Ignacio Ramos Villar
Departamento / Área	Departamento de Derecho Económico y Social
Correo electrónico	irvillar@icade.comillas.edu
Profesor	
Nombre	Ariel James Trapero
Departamento / Área	Departamento de Relaciones Internacionales
Correo electrónico	ajames@comillas.edu
Profesor	
Nombre	Santiago Ojeda Couchoud
Departamento / Área	ICADE Business School
Correo electrónico	sojeda@comillas.edu

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<p>A characteristic of the Grade in Business Administration is its general nature. And a clear reflection of this is the extraordinary breadth of professional activities that this profile can access.</p> <p>From this perspective, professional practice demands from the students the challenge of knowing how to</p>



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contribute with their effort and with their knowledge in contexts where they will inevitably be faced with dilemmas and ethical implications in their professional decisions, which will not only affect them personally, but also have consequences beyond their own lives.

To deal with these situations, a mere ethical sensitivity is not enough, since that is sometimes just translated into valuations resulting from mere uncritical subjective intuitions. On the contrary, today's professionals must be able to perceive the ethical implications of the situations they encounter and the consequences that can be derived from their decisions, to be able to assume them responsibly. And of course this has to be done from the perspective of a rational and well-founded justification of their ethical criteria and assessment.

For all these reasons, together with the specific training of their respective specialties, it is essential that the future professional is trained to know how to deal with the ethical implications of its activity in a solvent and responsible manner.

Prerequisitos

Students should be familiar with tools, techniques and goals of the different business areas, in order to apply the ethics discourse to them. Contents of the courses already passed are assumed.

Competencias - Objetivos

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

- Current Economic and cultural paradigms.
- Concept and anthropological foundation of professional ethics.
- Ethical responsibility in decision making from the point of view of the different stakeholders of the company.
- Strategies to face the dilemmas and market challenges.
- Consequences of own decisions.
- Tools and management practices.
- Social justice and sustainability.

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

General methodological aspects of the course Methodology (in class):

- Master Classes: The teacher using the methodology of the lecture, will offer a theoretical and conceptual framework of the discipline and of each theme, emphasizing the aspects and fundamental elements for its understanding.
- Analysis of Situations and Cases: Some of the sessions will analyse situations or issues that allow applying aspects indicated in the theory and that favour the development of argumentative capacity, analysis,



synthesis and development of the moral reasoning.

- Analysis of Situations and Cases in groups: Analogous to the previous one, but carried out in small groups to facilitate a more intense dialogue among the students.
- Case Presentations prepared by the students individually or in groups, within or outside the classroom.

Out of class:

- Individual Study: Students must read and / or study the proposed materials.
- Activities: Students must perform individual or group tasks, to be assigned at the beginning of the subject, attending to the deadlines that are established.
- Mentoring: A mentoring system is offered and recommended, so that students can obtain indications and approaches from the teacher that can help them in the follow-up of the subject.

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Calificaciones

EVALUATION AND GRADING CRITERIA

Assessment activities	CRITERIA	Weight
<p><u>Final Exam</u></p> <p>May consist of:</p> <ul style="list-style-type: none"> Open questions. It will be specially valued the correct expression of ideas and the correct reasoning of the proposed solutions. Problem or case study exam. It will be valued both the procedure chosen for resolution of the problem, as the results that must be consistent with the contents of the subject. Multiple choice test exam. Identification of the correct answer within a limited series of alternatives. With or without error penalty. 	<p>Demonstrable knowledge of concepts seen in the subject.</p> <p>Argumentative and critical capacity.</p>	50%
<p><u>Continuous Evaluation assignments</u></p> <p>May consist of:</p>	<p>They will be determined at the beginning of the subject, indicating in each case date, type and specific weight.</p>	



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<ul style="list-style-type: none"> • Open questions. It will be specially valued the correct expression of ideas and the correct reasoning of the proposed solutions. • Problem or case study exam. It will be valued both the procedure chosen for resolution of the problem, as the results that must be consistent with the contents of the subject. • Multiple choice test exam. Identification of the correct answer within a limited series of alternatives. • Short tests during the class that will give a fast feedback on your learning to the students. 	<p>It will be valued the understanding and expository capacity of the contents learned.</p> <p>Its function is:</p> <ol style="list-style-type: none"> 1. That the student has always an idea of the evolution with respect to the subject. 2. That the teacher has information of the academic evolution of each student. 	10%
<p><u>Group assignments</u></p> <p>They will be determined at the beginning of the subject.</p>	<p>It must show both the organizational capacity and research of the working team, as well as the capacity for analysis and practical synthesis of the contents of the subject, in relation to the professional reality.</p>	15%
<p><u>Active participation and involvement in class</u></p>	<p>The teacher will determine, at the beginning of the subject, the assessment criteria in this respect, depending on the specific methodology to each session.</p>	10%
<p><u>Individual assignments</u></p> <p>They will be determined at the beginning of the subject.</p>	<p>It must show both the organizational capacity and research of the working team, as well as the capacity for analysis and practical synthesis of the contents of the subject, in relation to the professional reality.</p>	15%

IMPORTANT CLARIFICATIONS ON THE EVALUATION AND GRADING OF THE SUBJECT

- Severe academic misconduct, such as the plagiarism of previously published materials or copying in their examination or other evaluated activity, can lead to the opening of a disciplinary file and the loss of two summons. In tests or papers submitted in writing a Turnitin index of 30% or higher will invalidate the work.



- In order to be able to take the final exam, it is a requirement not to have unjustifiably missed more than a third of the classes. Failure to comply with this requirement, the student may lose the right of examination, as established by the faculty (Article 93.1 of the General Regulations).
- The average grade of cases and reports will only be made when the final exam is approved.
- Cases, papers or reports submitted after the deadline will not be evaluated.
- The non-delivery or presentation of cases, works or reports, will suppose the suspense in the corresponding qualification section.
- Evaluations (a) in different summons to the first one, (b) for own students who are in foreign exchange and must carry out the course, and (c) in any other case where class attendance is not required , will consist only of a final theoretical examination on the theoretical contents that the teacher determines at the time.
- The teacher will specify at the beginning of the course how the control, checking and evaluation procedures referred to in the previous table will be carried out in each case.

FINAL EXAM

Weight: 50%

May consist of:

- Open questions. It will be specially valued the correct expression of ideas and the correct reasoning of the proposed solutions.
- Problem or case study exam. It will be valued both the procedure chosen for resolution of the problem, as the results that must be consistent with the contents of the subject.

Multiple choice test exam. Identification of the correct answer within a limited series of alternatives. With or without error penalty.

Criteria:

Demonstrable knowledge of
concepts seen in the subject.

Argumentative and critical capacity.

Continuous Evaluation assignments:

Includes:

#1. Exercises: Weight 10%

- Open questions. It will be specially valued the correct expression of ideas and the correct reasoning of the proposed solutions.
- Problem or case study exam. It will be valued both the procedure chosen for resolution of the problem, as the results that must be consistent with the contents of the subject.
- Multiple choice test exam. Identification of the correct answer within a limited series of alternatives.
- Short tests during the class that will give a fast feed-back on your learning to the students.



Criteria:

They will be determined at the beginning of the subject, indicating in each case date, type and specific weight.

It will be valued the understanding and expository capacity of the contents learned.

Its function is:

1. That the student has always an idea of the evolution with respect to the subject.
2. That the teacher has information of the academic evolution of each student.

#2. Group assignments (as a part of Continuous Evaluation assignments): Weight 15%

They will be determined at the beginning of the subject.

Criteria:

It must show both the organizational capacity and research of the working team, as well as the capacity for analysis and practical synthesis of the contents of the subject, in relation to the professional reality.

#3. Individual assignments (as a part of Continuous Evaluation assignments): Weight 15%

They will be determined at the beginning of the subject.

Criteria:

It must show both the organizational capacity and research of the working team, as well as the capacity for analysis and practical synthesis of the contents of the subject, in relation to the professional reality.

#4. Active participation and involvement in Class (as a part of Continuous Evaluation assignments): Weight 10%

Criteria:

The teacher will determine, at the beginning of the subject, the assessment criteria in this respect, depending on the specific methodology to each session.

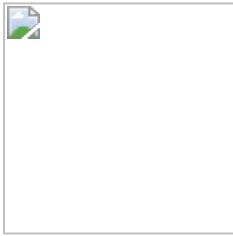
BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

- CAMACHO LARAÑA I., FERNÁNDEZ FERNÁNDEZ J.L., MIRALLES MASSANÉS, J. y GONZÁLEZ FABRE, R., Ética y Responsabilidad Social de la Empresa, Desclée de Brouwer, Bilbao, 2012.
- CRANE, A. & MATTEN, D., Business Ethics (4th Ed.), Oxford University Press, New York, 2015.
- GONZÁLEZ FABRE, R., Ética y economía, Desclée de Brouwer. Bilbao, 2005.
- ETXEBERRÍA, X., Temas Básicos de Ética. Desclée de Brouwer. Bilbao, 2002.

Bibliografía Complementaria

Throughout the course additional bibliographic references, articles or other materials of interest may be



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provided.