



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Ethics and Corporate Social Responsibility
Subject code	E000008113
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Fifth year] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Derecho [Fifth year] Grado en Administración y Dirección de Empresas y Grado en Derecho [Fourth year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Fourth year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Fifth year] Grado en Administración y Dirección de Empresas (E-2) - en inglés [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José Ángel Ceballos (Coord.)
Schedule	It will be determined at the beginning of the course.
Office hours	It will be determined at the beginning of the course.
Course overview	Starting from the concept and anthropological foundation of a professional ethic, ethical responsibility arises as a result of personal and professional decisions. institutions in the business dynamics, and is manifested in the decision-making that is carried out in the different areas, departments and levels. The interrelationship between the economic and cultural paradigms, the strategies before the dilemmas and challenges of the market, the tools and management practices and ethical responsibility for decisions and their consequences. Just as before the expectation of placing in the center social justice and environmental sustainability of the economic system.

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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

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. From this perspective, professional practice demands from the students the challenge of knowing how to 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



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course this has to be done from the perspective of a rational and wellfounded 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.

Prerequisites

None.

Competencies - Objectives

Competences

GENERALES

CG04	Capacidad de gestionar información proveniente de fuentes diversas	
	RA1	Busca y utiliza documentación de distintas fuentes, proveniente de diversas vías, para sus actividades de aprendizaje, discriminando conforme a su valor y a la utilidad de cada una de ellas
	RA2	Desarrolla pensamiento crítico, cuestionando la información gestionada, generando conclusiones y puntos de vista propios
	RA3	Es claro, preciso, exacto y relevante en el uso de la información, profundizando con lógica e imparcialidad
CG11	Capacidad crítica y autocrítica	
	RA1	Evalúa el trabajo y las ideas propios y los de los demás
	RA2	Es capaz de realizar el proceso de dar y recibir feedback de forma asertiva, mejorando la integración y la confianza de los grupos de trabajo
	RA3	Expresar argumentativamente sus discrepancias en el aula, como base para un diálogo fructífero
CG12	Compromiso ético	
	RA1	Comprender y valorar perspectivas culturales e ideológicas distintas
	RA2	Implicarse personalmente en la búsqueda de soluciones que manifiesten una clara sensibilidad a los aspectos humanos de los asuntos y problemas tratados
CG17	Capacidad de elaboración y transmisión de ideas, proyectos, informes, soluciones y problemas	
	RA1	Argumentar de manera independiente y crítica sobre conceptos y teorías diversas
	RA2	Comunicarse eficazmente a la hora de exponer, de palabra o por escrito, sus ideas y argumentos

ESPECÍFICAS

CE26	Conectar la Ética y la RSE con elementos tales como la estrategia, el Marketing, la Dirección Financiera, la Gestión de Personas en la Organización, conociendo los principales problemas éticos y de responsabilidad social, y argumentando
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	racionalmente sus propias opiniones y posturas	
	RA1	Percibir, analizar, y valorar en cada caso, la estrecha relación entre los valores éticos personales y las decisiones profesionales en las distintas áreas funcionales
	RA2	Percibir, analizar, y valorar en cada caso, la estrecha relación entre los valores éticos personales y las responsabilidades éticas que pueden derivarse de las diferentes políticas de la organización
CEOPT01	Comprender la influencia que el paradigma de la sostenibilidad global puede ejercer en el papel que las empresas desempeñan en la sociedad y en la forma en la que son administradas	
	RA2	Entender las consecuencias y desafíos clave del cambio de paradigma para el concepto de empresa y la gestión empresarial

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

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

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

Would be:

- Master Classes: The teacher, using the master class methodology, will offer a theoretical and conceptual framework of the discipline and of each topic, highlighting the aspects and fundamental elements for its understanding.
- Analysis of Issues and Cases: In some of the sessions situations or issues will be analyzed that allow the application of aspects indicated in the theory and that favor the development of argumentative capacity, analysis, synthesis and development of moral reasoning.
- Analysis of Issues and Cases in groups: Analogous to the previous one, but carried out in small groups to facilitate more intense dialogue among students.
- Presentations of Cases prepared by students individually or in groups, within or out of the classroom.

CG04, CG11, CG12,
CG17, CE26, CEOPT01

Non-Presential Methodology: Activities

Would be:



- Individual Study: Students must read and/or study the proposed materials.
- Homework: Students must carry out individual or group work, which is indicated at the beginning of the subject, adjusting to the established deadlines.
- Tutoring: A tutoring system is offered and recommended, so that students who receive it wish to obtain from the teacher indications and approaches that can help them in the monitoring of the subject.

CG04, CG11, CG12,
CG17, CE26, CEOPT01

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Exposición pública de temas o trabajos	Ejercicios y resolución de casos y de problemas
15.00	15.00	35.00
NON-PRESENTIAL HOURS		
Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas
40.00	25.00	20.00
ECTS CREDITS: 6,0 (150,00 hours)		

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Final exam (in a single non-breakable test): It will consist of a written test on the theoretical content seen in the subject, as well as its application.	<ul style="list-style-type: none">• Understanding and reasoned explanation of the theoretical concepts.• Synthesis capacity and relationship of the concepts.• Connection between theoretical concepts and real professional practice.• Grammatical and spelling correction.	50
Continuous Assessment exercises They may consist of: <ul style="list-style-type: none">• Open type tests. It will be valued at especially the correct expression of ideas and the correct reasoning of the proposed solutions.• Problem or practical case type tests. The chosen procedure will be valued both to solve the problem, such as results that must be consistent and logical.• Multiple choice tests. Identification of the	<ul style="list-style-type: none">• They will be determined at the beginning of the course, indicating in each case date and type.• Submitting the document on time and in the correct manner will be an essential requirement for its presentation and defense before the professor. The work will be graded for the defense. Failure to comply with the deadlines and formalities will result in the	15 %



<p>correct answer within a series limited alternatives.</p> <ul style="list-style-type: none">• Short tests during class will allow for quick feedback on their learning to the students.	<p>denial of the defense and the subsequent failure of the work.</p>	
<p>Individual essay:</p> <ul style="list-style-type: none">• It is not part of the qualification of the Continuous Assessment.• It will be determined at the beginning of the subject.	<ul style="list-style-type: none">• The student must demonstrate his or her ability to identify and differentiate the principles ethics and values ??that really apply in the different decision making, as well as its repercussions on the activity of the organization, people and the social environment and professional.• Submitting the document on time and in the correct manner will be an essential requirement for its presentation and defense before the professor. The work will be graded for the defense. Failure to comply with the deadlines and formalities will result in the denial of the defense and the subsequent failure of the work.	15 %
<p>Group work:</p> <ul style="list-style-type: none">• It is not part of the qualification of the Continuous Assessment.• It will consist of the resolution of a practical case that may eventually be exposed and debated in class.	<ul style="list-style-type: none">• The evaluation criteria (rubric) of the group work, as well as the requirements formal extension and deadlines, will be presented by the teacher at the beginning of the subject.• In any case, the criteria will be aligned with those of individual work.• Submitting the document on time and in the correct manner will be an essential requirement for its presentation and defense before the professor. The work will be graded for the defense. Failure to comply with the deadlines and formalities will result in the denial of the defense and the subsequent failure of the work.	15 %
<p>Active participation in class</p> <ul style="list-style-type: none">• It is not part of the qualification of the Continuous Assessment.	<ul style="list-style-type: none">• The teacher will determine, at the beginning of the subject, assessment criteria.• Submitting the document on time and in the correct manner will be an essential requirement for its presentation and defense before the professor. The work will be graded for the defense. Failure to comply with the deadlines and formalities will result in the denial of the defense and the subsequent failure of the work.	5 %



GRADING CRITERIA:

- The average grade for cases, reports, and exercises of any kind will only be determined after the final exam has been passed. Otherwise, the grade corresponding to the exam will prevail as the final grade for the course.
- No assignment or exercise may be considered exempt, in whole or in part, from the final exam.
- For written assignments (individual, group, etc.), submission of the document on time and in the correct manner will be considered an essential requirement for presentation and defense before the instructor. The grade for the assignment will be based on the defense. Failure to comply with the deadline or formal requirements will result in the denial of the defense and the subsequent failure of the assignment.

COLLABORATION WITH AI (Level 3):

- AI can be used to assist in completing the assignment, including idea generation, writing, feedback, and assessment. Students must critically evaluate and modify the results suggested by the AI, demonstrating their understanding.
- AI can be used to perform specific tasks, such as writing, improving, and assessing work.
- Any AI-generated content used must be critically evaluated.
- All use of AI must be expressly specified in the work, indicating which tools have been used, for what purpose, and what results obtained from them (modified or unmodified) have been incorporated into the work. This includes how they have been modified, if any.
- The misuse of AI by students will be considered a serious offense, according to the General University Regulations, art. 168.2.e: "carrying out actions intended to falsify or defraud academic performance evaluation systems." The consequences of this may include "temporary expulsion for up to three months or a ban from taking the exam in the next session, or the imposition of a sanction, in one or more subjects in which the student is enrolled, [...] in addition to a failing grade (0) in the respective subject, [...] [and] a ban from taking the exam in that subject in the next session."
- Committing a serious academic offense, such as plagiarizing previously published materials or cheating in an exam or other assessed activity, may lead to the opening of disciplinary proceedings and the loss of two sessions.
- For written assignments, a Turnitin anti-copy indicator equal to or greater than 30% will require justification.
- Failure to attend more than 30% of sessions may result in the loss of exam rights in the regular session. Failure to attend one of the sessions of a double class will be counted as an absence from the entire session, regardless of whether the other session is attended.

Assignments and Exercises:

- Cases, assignments, or reports submitted after the deadline will be considered as missed and will be graded as zero in the corresponding section.
- Assignments, exercises, or exams of any kind that are missed will be graded as zero by default (unless previously authorized).
- If the subject is failed in the regular session, the grades for the assignments, cases, reports, or exercises provided in this teaching guide and submitted in the regular session may be used for the extraordinary grade. In such cases, the student must only complete the assignments, cases, reports, or exercises that were failed or missed.
- Unless expressly stated otherwise, in all sessions, exams, assignments, and exercises of any kind must have a grade of at least 5 out of 10 to pass.



Basic Bibliography

Reference Manuals:

- 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.

Complementary Bibliography

- Cortina, A. (2019). Ética de la inteligencia artificial. In Anales de la Real Academia de Ciencias Morales y Políticas (pp. 379–394). Ministerio de Justicia.
- Cortina, A. (2022). Los desafíos éticos del transhumanismo. Pensamiento. Revista de Investigación e Información Filosófica, 78(298), 471-483. <https://doi.org/10.14422/pen.v78.i298.y2022.009>
- Cortina, A. (2024). ¿Ética o ideología de la inteligencia artificial? El eclipse de la razón comunicativa en una sociedad tecnologizada. Paidós Estado y Sociedad.
- Floridi, L., Cows, J., Beltrametti, M., Chatila, R., Chazerand, P., & Dignum, V. (2018). AI4People-An Ethical Framework for a Good AI Society: Opportunities, Risks, Principles, and Recommendations. Minds & Machines, 689–707. doi:https://doi.org/10.1007/s11023-018-9482-5
- Floridi, L. (2019). The Logic of Information: A Theory of Philosophy as Conceptual Design. Oxford University Press. Gómez Fernández, J.M. Economía y Valores Humanos. Encuentro, 1992.
- Gómez Fernández J.M. Recursos Humanos: fundamentos del comportamiento humano en la empresa. Encuentro, 1999.
- Rawls, J. (1996). El liberalismo político (Doménech, A. Trad.). Barcelona, España: Editorial Crítica. (Obra original publicada en 1993).
- Harari, Y. N. (2024). Nexus. Una breve historia de las redes de información desde la Edad de Piedra hasta la IA. Barcelona, España: Editorial Debate. Penguin Random House Grupo Editorial.
- Zuboff, S., & Mosquera, A. S. (2020). La era del capitalismo de la vigilancia: la lucha por un futuro humano frente a las nuevas fronteras del poder.

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