



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) [Cuarto Curso] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3) [Quinto Curso] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Cuarto Curso] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Quinto Curso] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Cuarto Curso] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales (E-6) [Quinto Curso] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [Cuarto Curso]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José Ángel Ceballos (Coord.)
Schedule	TBD
Office hours	TBD

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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 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

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.

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 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 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 environmental sustainability.

TEACHING METHODOLOGY

General methodological aspects of the subject

Methodology (in class): Activities

- 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.

Methodology (out of class): Activities

- 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.

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

Ratings

EVALUATION AND GRADING CRITERIA



Assessment activities	CRITERIA	Weight
<p><u>Final Exam</u></p> <p>It will consist of a theoretical part and a practical case.</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> <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 feed-back on your learning to the students. 	<p>They will be determined at the beginning of the subject, indicating in each case date, type and specific weight.</p> <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 assignment</u></p> <p>It will consist of the presentation, debate and resolution of a practical case.</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</p>	10%



methodology to each session.

Individual assignments

They will be determined at the beginning of the subject.

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.

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.

BIBLIOGRAPHY AND RESOURCES

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

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



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Syllabus 2021 - 2022

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