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Business Ethics

Academic Year: (2023 / 2024) **Review date: 01-06-2023**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 3.0

Year : 4 Semester : 1

OBJECTIVES

CB1. That students have demonstrated to possess and understand knowledge in an area of ¿¿study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge

CB2. That students know how to apply their knowledge to their work or vocation in a professional manner and raise the skills that forbid it through the elaboration and defense of arguments and the resolution of problems within their area of ¿¿study

CB3. That students have the ability to gather and interpret data from their area of ¿¿study to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature

CB4. That students are transmitted, ideas, problems and solutions to a public as well as non-specialized

CG2. Be able to formulate, debate and defend critical reasoning, using precise terminology and specialized resources on business phenomena in the digital age, using the appropriate analysis concepts and methodologies.

CG4 Know the main instruments for the analysis of the competitive situation of the company in the environment of digital transformation processes.

CG6 Know how to make judgments that include an ethical reflection on fundamental business and economic issues in the digital age.

CT3. Be able to assess the reliability and quality of information and its sources using such information in an ethical manner, avoiding plagiarism, and in accordance with the academic and professional conventions of the study area.

CT4. Acquire basic humanistic knowledge to complete the cross-sectional student profile.

CT5. Know and be able to handle interpersonal skills on initiative and responsibility, negotiation, emotional intelligence, etc. as well as calculation tools that allow to consolidate the basic technical skills that are required in every professional field.

CE4. Create and direct companies and organizations attending and responding to changes in the environment in which they operate.

RA1. Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and the methodology of work in the field of business administration and digital technology with a depth that reaches the forefront of knowledge

RA3. Have the ability to collect and interpret data and information on which to base their conclusions including, when necessary and relevant, reflection on social, scientific or ethical issues in the field of the digital age company.

RA5. Know how to communicate clearly and accurately to all types of audiences (specialized or not), knowledge, methodologies, ideas, problems and solutions in the field of business and technology.

DESCRIPTION OF CONTENTS: PROGRAMME

Business Ethics, Corporate Social Responsibility, Corporate sustainability
Ethical principles in business
Stakeholder theory
Ethics and Marketplace
Ethics and Environment
Ethics and Marketing
Measuring and managing a responsible business

LEARNING ACTIVITIES AND METHODOLOGY

AF1. THEORETICAL-PRACTICAL CLASSES. They will present the knowledge that students should acquire. They will receive the class notes and the basic texts of reference to facilitate the follow-up of the classes and the development of the subsequent work. Exercises, practical problems on the part of the student will be solved and tests and evaluation tests will be carried out to acquire the necessary skills.
AF2. TUTORIES. Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher.
AF3. INDIVIDUAL OR GROUP STUDENT WORK.
MD1 THEORY CLASS. Exhibitions in professor class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the materials and bibliography are provided to complement the students' learning.
MD2. PRACTICES. Resolution of practical cases, problems, etc. raised by the teacher individually or in groups.
MD3. TUTORIES. Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge, skills and abilities acquired throughout the course will be assessed globally.
SE2. CONTINUOUS ASSESSMENT. In it, work, presentations, debates, exhibitions in class, exercises, practices and work in the workshops throughout the course will be evaluated.

It is required to obtain 4 or more points in the final exam.

Extraordinary exams:
Students who do not pass the subject in the ordinary call will have an extraordinary call to pass it:
1. If the student followed the continuous assessment: the grade will be the one established in the syllabus of the subject for the ordinary call.
2. If the student did not follow the continuous assessment: the grade will be the grade obtained in the final exam. However, the teacher may authorise the submission of the continuous assessment exercises in the extraordinary exam session, in which case they will be assessed in the same way as in the ordinary exam session.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

 - Crane, A.; Matten, D. Business Ethics, 5th Edition, Oxford, 2019

 - Crane, A.; Matten, D.; Glozer, S.; Spence, L. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford, 2019
 - Velasquez, M. Business Ethics: Concepts and Cases,Books, Pearson, 2018