COURSE DESCRIPTION

PROFESSIONAL DEONTOLOGY AND ETHICS IN BUSINESS

4TH YEAR | 1ST SEMESTER

DEGREE (S) BUSINESS ADMINISTRATION

IN-CLASS TEACHING

ACADEMIC YEAR 2018/2019

SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE:

Name: Professional Ethics in Business
Code: b404
Year: 4th Semester: 1st
Type: Compulsory ECTS: 6 Total hours: 30
Language: Spanish Modality: Attendance is required
Degree: Management and Business Administration
School of Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Business Economy
Area of knowledge: Management

2. LECTURERS OF THE COURSE

1.-LECTURERS:

Responsible of the Course CONTACT
Name: Mar Ramos González
Phone (ext): 914566300
Email: mariamar.ramosgonzalez@ceu.es
Office: JR-B 1.10

Lecturer(s) CONTACT
Name: Luis Eugenio Carretero Díaz
Phone (ext): 914566300
Email: luiseugenio.carreterodiaz@ceu.es
Office: JR-20

Lecturer(s) CONTACT
Name:
Phone (ext):
Email:
Office:
2. - TUTORIALS:

For any queries, students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

Content:
The aim of this course is to analyze business activity from an ethics’ perspective. In particular, this course pursues to comprehend the values and principles of the human behavior and to study the triple dimension of corporate social responsibility (CSR). That is the impact of business activity on economy, society and the environment. Firms should evaluate the full impact of their activity and they should accept responsibility.

Justification to study this course within the degree:
Nowadays, business ethics, corporate social responsibility and good corporate governance are compulsory when managing a firm in order to create shared value. Consumers, employees, investors and other stakeholders are interested in knowing how companies manage their economic, environmental and social impacts. More and more, they demand right business practices. Consequently, every organization is currently facing the challenge of maximizing the social function and satisfying the interests of stakeholders. By doing this, they create value not only for them but also for the entire society. Thus, companies around the world focus on maximizing long-term benefits by adopting high ethical standards in order to increase the positive impact on communities and to reduce environmental and social risks.

4. SKILLS

1. - COMPETENCES

<table>
<thead>
<tr>
<th>Code</th>
<th>BASIC AND GENERAL SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td></td>
<td>That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.</td>
</tr>
<tr>
<td>CB3</td>
<td>Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of social, scientific or ethical nature.</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>SPECIFIC SKILLS</th>
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<tbody>
<tr>
<td>CE3</td>
<td>Capacity to manage a company efficiently in terms of time, motivation, behaviour and handling of changes in order to adapt to the business environment.</td>
</tr>
<tr>
<td>CE7</td>
<td>Capacity of leadership and entrepreneurial spirit and the capacity to manage a business and to work in teams.</td>
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</table>
CE8 Capacity to be self-critical and sensitive to the diversity of people, cultures and businesses.

2. - LEARNING OUTCOMES:

Learning outcomes

This course pursues to provide a broad understanding of CSR and good corporate governance. Students are expected to:

- Understand the main concepts of business ethics, CSR, corporate governance and ethics code.
- Be aware of economic inequality and globalization issues.
- Assess the ethical implications of business decisions.
- Propose and to analyse different alternatives in situations when economic goals and human/social issues confront.

5. EDUCATIONAL ACTIVITIES

1. - DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Face-to-face hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF1</td>
<td>Lectures</td>
<td>15</td>
</tr>
<tr>
<td>AF2</td>
<td>Seminars</td>
<td>30</td>
</tr>
<tr>
<td>AF4</td>
<td>Practices</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Remaining hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF0</td>
<td>Independent work</td>
<td>120</td>
</tr>
</tbody>
</table>

2. - EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
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<tbody>
<tr>
<td>Lectures (AF1)</td>
<td>Educational activity focused especially on the competence of the students to acquire the basic knowledge of the field of the degree, both from a theoretical and applied point of view. Priority is given to the transmission of knowledge by the professor, requiring of the student prior preparation or subsequent study.</td>
</tr>
<tr>
<td>Seminars (AF2)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquire beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth, to a large extent independently. This educational activity is also focused on</td>
</tr>
</tbody>
</table>
encouraging students to acquire the skills that are necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both specialist and non-specialist audience, clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.

Practices (AF4) Educational activity focused especially on the competences of the student to collect, manipulate and process relevant data and variables for economic, statistical, financial, accounting and tax analyses. Priority is placed on students undertaking activities that involve the application of theoretical and/or technical knowledge acquired, which may be done individually or in a group, depending on the subject and the skills to be acquired.

Independent Work (AF0) Educational activity whereby students independently manage their own learning by the study of the course material.

6. ASSESSMENT OF LEARNING

1. - ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE6/SE7</td>
<td>Individual papers / Group papers</td>
<td>35%</td>
</tr>
<tr>
<td>SE3</td>
<td>Written exam of reasoning questions</td>
<td>25%</td>
</tr>
<tr>
<td>SE4</td>
<td>Written exam with exercises, problems, assumptions, etc.,</td>
<td>40%</td>
</tr>
</tbody>
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2. - DESCRIPTION OF ASSESSMENT CRITERIA:

ORDINARY EVALUATION

The subject is qualified through a continuous assessment system that will consist of the following tests:

1. Practical case that will consist in the analysis and critical reflection of individualized form and / or in groups on news or current initiatives with deontological, ethical or CSR implications. The assessment of this case study is 15% of the mark.

2. To make a project, individually or in a group, that is developed in the following options: 1) To analyse and to assess the CSR strategy in a given company, or 2) to focus on business cooperation, or 3) to develop a social entrepreneurship initiative. The projects will be presented in class. With some exception that are fully justified, this presentation may be carried out individually. The assessment of this case study is 20% of the mark.

3. To make an objective test on the agenda treated with questions of practical theoretical reasoning that contributes 25% of the mark.

4. To make an applied final test of knowledge that will consist of a written exam (theoretical part with reasoning questions and a practical part that consists of a case study), of all the material seen in the semester in order to assess the knowledge acquired by the student. The assessment of this final test is 40%. It is necessary to reach a minimum grade of four in the final exam in order to make the corresponding average and pass the subject.
EXTRAORDINARY EVALUATION

Students who have not passed the course in the ordinary evaluation must submit to the extraordinary evaluation, performing the following tests:

1. Practical case that will consist in the elaboration of a project, individually or in a group, that 1) analyses the CSR strategy in a given company, or 2) it focuses on business cooperation, or 3) it develops a social entrepreneurship initiative. The projects will be presented in class. With some exceptions that are fully justified, this presentation may be carried out individually. Students who have chosen a certain option in the ordinary call must choose a different option. The assessment of this case study is 35% of the final grade. The students who have done the corresponding practices in the continuous evaluation will keep the grade reached in it.

2. Applied final test of knowledge that will consist of a written exam (theoretical part with reasoning questions and a practical part consists of a case study), of all the material seen in the semester in order to assess the knowledge acquired by the student. The assessment of this final test is 65%. It is necessary to reach a minimum grade of four in the final exam in order to make the corresponding average and to pass the subject.

Once the calendar of activities or face-to-face tests (exams, practical cases, preparation of projects, etc.) has been established and to ensure equality of conditions for all students, these tests will not be repeated unless reasons of force majeure.

7. COURSE PROGRAMME

1. - COURSE PROGRAMME:

THEORETICAL:

CHAPTER 1. Starting with the Ethics towards Corporate Social Responsibility (CSR)
1.1 New times for ethics
1.2 Theoretical foundations on ethics
1.3 Ethics of organizations
1.4 Ethical framework of the CSR

CHAPTER 2: Origin and definition of CSR
2.1 Historical background of the CSR: Globalization and CSR
2.2 Concept of CSR: How is a company socially responsible?
2.3 CSR in Spain

CHAPTER 3: Stakeholders or stakeholders
3.1 Stakeholders: an ethical perspective of business management
3.2 Relations with stakeholders
3.3 The integral model of stakeholders for the management of CSR
3.4 The management of CSR in large companies and SMEs

CHAPTER 4: Initiatives to promote CSR
4.1. Regulatory framework
4.2. Global Initiatives in CSR
4.3. Initiatives in the European Union
4.4. Initiatives in Spain

CHAPTER 5: CSR Management Models
5.1. The Management of CSR and excellence
5.2. CSR memories and Reports: Global Reporting Initiative (GRI)
5.3. Other reports and certifications of responsible management

CHAPTER 6: Corporate Governance
6.1. Good Corporate Governance
6.2. Deontology and ethical codes or conduct
6.3. Good practices

CHAPTER 7: Environment
7.1. Environment and ecological responsibility
7.2. The ISO 14000 series
7.3. The European Ecolabel: ECO-LABEL
7.4. FSC-Forest certification

CHAPTER 8: Responsible finance management
8.1. Socially responsible investment
8.2. CSR and capital markets
8.3. Responsible risk management

CHAPTER 9: Responsible relations of companies and NGOs
9.1. Relations between companies and NGOs
9.2. Levels of commitment
9.3. The creation of value in each level

PRACTICAL WORK PROGRAMME:
Practical cases, comments and articles that make up the program of the Course will be proposed.

8. RECOMMENDED READING

1. - ESSENTIAL BIBLIOGRAPHY:


2. - ADDITIONAL BIBLIOGRAPHY:

1. **RULES:**

The student will show in the classroom the appropriate attitude in accordance with the norms of the Faculty and the University. This implies, in addition to assiduously and punctually assisting, to have a participatory attitude in the classroom and to perform the work and exercises required.

Faults in Academic Integrity (work plagiarism, inappropriate use of electronic devices in class - phones, tablets or computers-) or improper use / forbidden of information during exams), as well as

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### Course Description / Academic year 2018-2019


### 3. - WEB RESOURCES:

- The Global Compact. www.unglobalcompact.org
- Forética. www.foretica.es
- Observatorio de RSC. http://www.observatoriorsc.org/

### 9. ATTITUDE IN THE CLASSROOM

- The student will show in the classroom the appropriate attitude in accordance with the norms of the Faculty and the University. This implies, in addition to assiduously and punctually assisting, to have a participatory attitude in the classroom and to perform the work and exercises required.
- Faults in Academic Integrity (work plagiarism, inappropriate use of electronic devices in class - phones, tablets or computers-) or improper use / forbidden of information during exams), as well as
signing on the attendance sheet for a classmate who is not in class, will involve the loss of continuous evaluation, without prejudice of the sanctioning actions that are established. Likewise, the teaching unit will decide, in each case, the sanction that will be applied to those students who are expelled from the classroom.