



## IDENTIFYING DATA

### (\*)Ética e responsabilidade social corporativa

Subject	(*)Ética e responsabilidade social corporativa			
Code	V55G020V01933			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	English			
Department				
Coordinator	Jamardo Suárez, Begoña			
Lecturers	Jamardo Suárez, Begoña			
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Web				
General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

## Competencies

Code	
A1	(*)Posuír e comprender coñecementos sobre as interrelacións existentes entre os distintos subsistemas que conforman o sistema empresarial
A2	(*)Posuír e comprender coñecementos sobre as institucións económicas como resultado e aplicación de representacións teóricas ou formais a respecto de como funciona a economía
A3	(*)Posuír e comprender coñecementos sobre os aspectos internos, funcións e procesos das organizacións incluíndo a súa natureza, estrutura, goberno, operativa e dirección.
A4	(*)Posuír e comprender coñecementos sobre o marco económico que regula as actividades empresariais, e a correspondente normativa
A5	(*)Posuír e comprender coñecementos sobre a relación entre a empresa e o seu entorno avaliando a súa repercusión na estratexia, comportamento, xestión e sustentabilidade empresarial
A8	(*)Aplicar os coñecementos adquiridos a futuras situacións profesionais e desenvolver competencias relacionadas coa elaboración e defensa de argumentos e resolución de problemas dentro da súa área de estudo
A10	(*)Valorar, a partir dos rexistros relevantes de información, a situación e previsible evolución dunha empresa
A11	(*)Tomar decisións estratéxicas utilizando diferentes tipos de modelos empresariais
A12	(*)Solucionar de maneira eficaz problemas e tomar decisións utilizando métodos cuantitativos e cualitativos apropiados, incluíndo entre eles a identificación, formulación e solución dos problemas empresariais
A13	(*)Mobilidade e adaptabilidade a entornos e situacións diferentes
A15	(*)Ter a capacidade de reunir e interpretar datos relevantes para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética
A16	(*)Habilidades na procura, identificación e interpretación de fontes de información económica relevante
B1	(*)Capacidade de análise e síntese
B2	(*)Pensamento crítico e autocrítico
B4	(*)Poder transmitir ideas, información, problemas e situacións ao público tanto especializado como non especializado
B5	(*)Habilidades de comunicación oral e escrita
B7	(*)Ler e comunicarse en inglés como lingua estranxeira
B8	(*)Comunicarse con fluidez no seu entorno, incluíndo competencias interpersoais de escoita activa, negociación, persuasión e presentación
B9	(*)Capacidade de actuación eficaz dentro dun equipo de traballo
B13	(*)Capacidade de aprendizaxe e traballo autónomo
B14	(*)Capacidade de aplicar os coñecementos teóricos e prácticos adquiridos nun contexto académico especializado
B15	(*)Xestión persoal efectiva en termos de tempo, planificación e comportamento, motivación e iniciativa tanto individual como empresarial

B16 (\*)Capacidade de lideranza, incluíndo empatía co resto de persoas

B17 (\*)Responsabilidade e capacidade para asumir compromisos

B18 (\*)Compromiso ético no traballo

B19 (\*)Motivación pola calidade e mellora continua

### Learning aims

Expected results from this subject	Training and Learning Results	
To know the main theories of ethics and its application on business decisions.	A1	B2
	A2	B14
	A3	B18
	A5	
	A8	
	A10	
	A12	
To assess personal values and to understand their influence on our moral behaviour and professional decision-taking processes.	A15	
	A5	B2
	A8	B9
	A11	B15
	A12	B16
	A13	B17
To distinguish between common ethical dilemmas (right versus wrong) and complex ones (right versus right) and to learn how to apply the most suitable theories to face both types of moral issues.		B18
		B19
	A3	B1
	A5	B2
	A8	B14
To get acquainted with the main national and international initiatives in the field of CSR and with models of good governance practices in order to awaken students sensitivity to the benefits of implementing CSR policies in their firms.	A11	B16
	A12	B17
	A15	B18
	A4	B2
	A5	B4
To improve students awareness of the role of ethics in society and explore new alternative economic models with a balanced socially responsible approach.		B7
		B9
		B13
		B16
		B17
		B18
		B19
	A5	B1
A8	B2	
A15	B4	
A16	B5	
To understand the impact of cultural differences in international business decisions		B7
		B8
		B9
		B13
		B17
		B18
	A3	B1
	A5	B2
A11	B7	
A12	B14	
A13	B16	
	B18	

### Contents

Topic	
1. LIFE GOALS	1.1. Assessment of personal life goals 1.2. Implications of life goals in ethical decisions 1.3. The role of intuition in moral decision-making process
2. THE BASICS OF BUSINESS ETHICS	2.1. Ethics and morality 2.2. Ethics and religion 2.3. Ethics and corporate loyalty (the by-stander apathy syndrom) 2.4. Ethics and conscience (sleep-test ethics)

3. ETHICAL PRINCIPLES IN BUSINESS	3.1 CONSEQUENTIALIST THEORIES 3.1.a Egoism 3.1.b Utilitarianism 3.2. NON-CONSEQUENTIALIST THEORIES 3.2.a Kant's Ethics: The Good Will and The Categorical Imperative 3.3. OTHER THEORIES 3.3.a. Prima facie principles and moral rights
4. COMPLEX ETHICAL DILEMMAS	4.1. WHAT IS A RvR DILEMMA? 4.2. KEYS FOR SOLVING THEM 4.2.a. Aristotle's view: Know your roots 4.2.b. Nietzsche's view: Be yourself 4.2.c. Machiavelli: Be realistic
5. INTERNATIONAL SOCIAL RESPONSIBILITY INITIATIVES	5.1. HUMAN RIGHTS DECLARATION & GLOBAL COMPACT INITIATIVE 5.2. GLOBAL REPORTING INITIATIVE & PNUMA 5.3. PRINCIPLES FOR RESPONSIBLE INVESTMENT (PRI) & EUROSIF 5.4. SOCIAL ACCOUNTABILITY 8000 5.5. PAN-AFRICAN BIOETHICS INITIATIVE 5.6. OECD STANDARDS 5.7. MILLENNIUM OBJECTIVES 5.8. NON-PROFIT ORGS 5.9. SOCIAL RESPONSIBLE INTERNATIONAL FIRMS
6. SPANISH AND GALICIAN CSR INITIATIVES	6.1. GOVERNMENT INITIATIVES 6.2. FINANCIAL SECTOR: SPAINIF 6.3. SERVICES: FORETICA & MEDIA RESPONSABLE 5.4. XUNTA DE GALICIA OBSERVATORY 6.5. SOCIALLY RESPONSIBLE GALICIAN FIRMS
7. ANOTHER WORLD IS POSSIBLE	7.1. ETHICS AND CAPITALISM: DOES ETHICS PAY THE RENT? 7.2. REFUNDING CAPITALISM: CURRENT ALTERNATIVES 7.2.a. Attack 7.2.b. Common Good 7.2.c. Blue Economy 7.2.d. Butan Kingdom /Grammeen Bank 7.2.e. The Nordic Model
8. MORALITY AND CULTURE	8.1. ETHICAL RELATIVISM 8.2. WHAT IS CULTURE? 8.3. MORALITY AND CULTURAL VALUES

### Planning

	Class hours	Hours outside the classroom	Total hours
Presentations / exhibitions	12	12	24
Proceedings	16	20	36
Case studies / analysis of situations	5	10	15
Master Session	30	35	65

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Presentations / exhibitions	In pairs students will research on an specific CSR initiative, either national or international. Each pair will give a short presentation of the topic to their classmates and will answer students and teacher's questions at the end of their talk.
Proceedings	A wide range of current polemic issues will be proposed by the students and the teacher for class discussion. Topics will be randomly assigned to teams. Each team will search for data and ideas either in favour or against the issue under analysis. In class, each team will give a 20m presentation of their point of view providing reliable sources and trying to persuade their classmates of their view on the topic. After the presentations the teacher will open discussion time and students will provide their opinions to support one of the teams.
Case studies / analysis of situations	Outside class, students will be required to read and analyse case studies based on real dilemmas that will be discussed during the lessons in order to apply the theoretical content of the subject.
Master Session	Theoretical content will be presented by making extensive use of audiovisual materials (videos, documentaries, films, news,etc). Also, media news and social networks will be introduced to show examples of the application of the subject in today's society.

### Personalized attention

#### Methodologies Description

Master Session	Interviews with the teacher in order to receive advice on aspects related to the module.
Proceedings	Interviews with the teacher in order to receive advice on aspects related to the module.

<b>Assessment</b>		
	Description	Qualification
Presentations / exhibitions	Pair work mark on CSR initiatives will be based on quality of sources, communication skills, general content, and question time performance.	10
Proceedings	Team research will be assessed by taking into account both the oral presentations and the written assignment of the project. The oral presentation will consider both individual performance (communication skills in English) and team work (arguments, sources, visual support).	20
Master Session	The content of the master sessions will be assessed through a final exam which will be divided into a theoretical part and a practical one. The practical part will include case studies, media news, topics presented by student pairs and also some question regarding the compulsory readings.	70

### **Other comments on the Evaluation**

Plagiarism will be severely penalised.

Coursework will not be accepted after the deadline. This also applies to presentation dates.

Class attendance is an essential component of continuous assessment, therefore attendance is compulsory. ALL absences will be taken into account, even if certificates or other evidence have been handed in.

The penalties for non attendance will be as follows:

- Non attendance of more than 6 hours of class hours will be penalised by reducing the continuous assessment mark by one third.
- Non attendance of more than 12 hours of class hours will be penalised by reducing the continuous assessment mark by two thirds.
- Non attendance of more than 18 hours of class hours will be penalised by being awarded a zero mark for their continuous assessment mark.

The grade obtained in the continuous assessment mark will be maintained in the resit exam during academic session 2013-14.

Final exams are corrected using "blind marking".

### **Sources of information**

- ARISTÓTELES, **Ética a Nicómaco**, Madrid: Centro de Estudios Constitucionales,
- BADARACCO, J.JR, **Defining moments: When managers must choose between right and right**, Harvard Business School Press,
- BADARACCO, J.JR, **Leading quietly**, Harvard Business School Press,
- EICHER, S, **Corruption in international business: The challenge of cultural and legal diversity**, . Surrey: Gower Publishing,
- ILUNDAIN, J.M., SANCHEZ, J.C. & YURREBASO, A, **Emprendiendo con responsabilidad social corporativa.**, Santiago de Compostela: Escuela de Negocios Caixanova.,
- VELASQUEZ, M, **Business Ethics: Concepts and cases**, New Jersey: Pearson Prentice Hall.,
- HESSEL,S, **Indignaos**, Ediciones Simbióticas,
- COMISION EUROPEA, **Libro Verde. Fomentar un marco europeo para la responsabilidad social de las empresas**, Bruselas: Comisión de las Comunidades Europeas,
- LAYARD, R, **Happiness: Lessons from a new science**, London: Penguin,
- CONGRESO DE LOS DIPUTADOS, **Informe de la subcomisión para potenciar y promover la Responsabilidad Social de las Empresas**,
- PATETA, C, **A short guide to Ethical Risk**, Surrey: Gower Publishing,
- <http://www.unglobalcompact.org/>,
- <http://www.unpri.org/>,
- [http://www.csreurope.org/pages/en/about\\_us.html](http://www.csreurope.org/pages/en/about_us.html),
- <http://www.spainsif.es/contenidos/eurosif>,
- <http://www.empresaresponsable.com>,
- <http://www.foretica.org/>,
- <http://www.greatplacetowork.es/>,

<http://www.reputacioncorporativa.org/>,  
<http://www.womentogether.org/>,  
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<http://www.fundacionlealtad.es/>,  
<http://www.nebrija.com/nebrija-santander-responsabilidad-social>,  
<http://www.esade.edu/research/eng/socialinnovation>,  
<http://www.observatorios.org/http://www.sa8000.org>,  
<http://www.diarioresponsable.com>,  
<http://www.iese.edu/en/Research/CentersandChairs/Chairs/CatedraLaCaixa>,  
<http://www.europapress.es/epsocial/rsc/>,

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## **Recommendations**

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### **Other comments**

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Students must certify at least a B2 level of English in order to enrol on this module.

Class attendance is compulsory. Non-attendance will be penalised.

"blind marking" is used to correct the final exams.

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