



## IDENTIFYING DATA

### Ethics and corporate social responsibility

Subject	Ethics and corporate social responsibility			
Code	V55G020V01933			
Study programme	Grado en Administración y Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	English			
Department				
Coordinator	Fafián García, Blanca			
Lecturers	Fafián García, Blanca			
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Web	<a href="http://www.ieside.edu">http://www.ieside.edu</a>			
General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

## Training and Learning Results

Code	
B1	Analysis and synthesis skills.
B2	Critical and self-critical thinking.
B3	Ability to use computer applications for purposes of corporate management.
B4	To be able to convey information, ideas, problems and solutions both to specialist and non-specialist audiences.
B5	Oral and written communication skills.
B6	Communication through the Internet and, more generally, use of multimedia tools for remote communication.
B7	To be able to read and communicate in English as a foreign language.
B8	To be able to communicate fluently with people, including interpersonal skills for active listening, negotiation, persuasion and presentation.
B9	Ability to work efficiently in a work team.
B10	To write consulting reports about specific situations of companies and markets.
B11	To write comprehensive management projects and projects for functional areas of the company.
B12	Students will acquire the learning skills that are required to pursue further studies with a high degree of independence.
B13	Ability to learn and work independently.
B14	Ability to apply the theoretical and practical knowledge acquired in a specialized academic context.
C5	To be familiar with the relationship between corporations and their milieu, assessing its repercussions on corporate strategy, behavior, management and sustainability.
C6	To be familiar with the different processes, procedures and practices of corporate management.
C7	To be familiar with the main instrumental techniques used in the corporate world.
C8	To apply the knowledge acquired to professional situations in the future and acquire competencies linked to the development and defense of arguments and the resolution of problems within their area of study.
C9	To identify economic problems in general that arise in corporations, and to be able to use the main existing instruments for their resolution.
C10	To assess, judging from the available information from the relevant records, the situation and prospect of development of a company.
C11	To make strategic decisions using different types of corporate models.
C12	To sort out problems in an effective fashion and to make decisions using appropriate quantitative and qualitative methods, including identification, formulation and solution of corporate problems.
C13	Mobility and adaptability to different contexts and situations.
C15	To possess the ability to gather and interpret relevant data to give informed opinions based on reflection on relevant social, scientific or ethical issues.

C16 Ability to search for, identify and interpret sources of information.

D1 Effective management of one's personal resources in terms of time, planning and performance, motivation and initiative both at individual and corporate levels.

D2 Leadership skills, including empathic attitude with others.

D3 Responsibility and willingness to make commitments.

D4 Commitment to abide by ethical values at work.

D5 Striving for quality and continuous improvement.

### Expected results from this subject

Expected results from this subject	Training and Learning Results		
To assess personal values and to understand their influence on our moral behaviour and professional decision-taking processes.	B2 B5 B7 B9 B12 B14	C5 C7 C8 C13 C15	D1 D2 D3 D4 D5
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.	B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14	C5 C6 C7 C8 C9 C11 C15	D1 D2 D3 D4 D5
To improve students awareness of the role of ethics in society and explore new alternative economic models with a balanced socially responsible approach.	B1 B2 B4 B5 B7 B8 B9 B12 B13	C5 C8 C13 C15 C16	D2 D3 D4 D5
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	B1 B2 B5 B7 B9 B10 B12	C5 C6 C7 C8 C9 C10 C11 C12 C15	D2 D3 D4

### 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 culture 2.3. Ethics and religion 2.4. Ethics and corporate loyalty (the by-stander apathy syndrom) 2.5. Ethics and conscience (sleep-test ethics)
3. ETHICAL PRINCIPLES IN BUSINESS	3.1. CONSEQUENTIALIST THEORIES Egoism Utilitarianism: Jeremy Bentham & Stuart Mill Libertarianism: John Locke 3.2. NON CONSEQUENTIALIST THEORIES Kant's Categorical Imperative Egalitarianism: John Rawls

#### 4. COMPLEX ETHICAL DILEMMAS

##### 4.1 WHAT IS A RIGHT VERSUS RIGHT DILEMA?

##### 4.2. WAYS TO SOLVE RvR DILEMMAS

Aristotle: Know your roots

Nietzsche: Be yourself

Machiavelli: Be realistic

#### 5. INTERNATIONAL SOCIAL INITIATIVES

##### 5.1. GLOBAL COMPACT

##### 5.2 PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

##### 5.3. SDGs

### Planning

	Class hours	Hours outside the classroom	Total hours
Presentation	12	12	24
Case studies	5	10	15
Debate	10	26	36
Case studies	0	10	10
Lecturing	25	40	65

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

### Methodologies

	Description
Presentation	In pairs students will research on a specific CSR initiative of two competing companies (Mango versus Inditex...), either Galician, national or international. Each pair will give a short presentation of the topic to their classmates and will present current positive results and their conclusions about CSR coherence of the firms. They will also answer students' and teacher's questions at the end of their talk.
Case studies	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.
Debate	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	In teams, students will analyze case studies showing moral conflicts in various functional areas of the company. In class they will present their views on the cases and will discuss them.
Lecturing	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 assistance

#### Methodologies Description

Lecturing	General guidance about personal values through self-assessment tools
Debate	Team guidance about the topics chosen and the approach to be used in presentations in order to promote class debate. Also, recommendation on information sources.

### Assessment

Description	Qualification	Training and Learning Results		
PresentationTeam presentations based on group projects on either CSR analysis of competitor companies or resultados of learning-service project	15	B1	C5	D1
		B3	C6	D3
		B4	C8	D4
		B5	C13	D5
		B6	C15	
		B7	C16	
		B8		
		B9		
		B10		
		B11		
		B12		
		B13		
		B14		

Debate	Teams research will be assessed by taking into account quality of the content, quantity and quality of the arguments, reliability of sources and visual support (lack of mistakes, clarity, audiovisuals, design). Teams management of classmates questions will also be taken into account in the final grade.	25	B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B12 B13 B14	C5 C8 C13 C15 C16	D1 D2 D3 D4 D5
Case studies	Individual initiative and participation during the analysis of case studies (in written format or introduced by films or documentaries) or class debates.	10	B1 B2 B4 B5 B7 B8 B13 B14	C5 C8 C12	D1 D2 D4 D5
Lecturing	The content of the master sessions will be assessed through a final exam which will be divided into a theoretical and practical part. It will include questions of compulsory readings.	50	B1 B2 B5 B7 B10 B12 B14	C5 C6 C7 C8 C9 C10 C11 C12	D1 D3

### Other comments on the Evaluation

In order to obtain a pass mark in this module, students must obtain a minimum grade of 3.5 (out of 10) in the final exam. Assignments and presentations that have plagiarism or are incorrectly referenced, or the bibliography is not presented correctly will not be graded.

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

Class attendance is compulsory.

All absences, including those for which some type of evidence has been produced, will be taken into account when calculating the penalties applicable for non-attendance.

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 2022/2023.

Final exams are corrected using "blind marking".

The time and dates for exams for academic session 2022/2023 will be determined by the Board of Studies of IESIDE.

In case of differences, the dates and times published on the IESIDE web page will prevail.

### Sources of information

#### Basic Bibliography

WILKINSON, R & PICKET, K, **The Spirit Level: Why greater equality makes societies stronger**, Bloomsbury, 2015

#### Complementary Bibliography

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HESSEL,S, **Indignaos**, Ediciones Simbióticas, 2011

□ LAYARD, R, **Happiness: Lessons from a new science**, Penguin, 2005

□ PATETA, C, **A short guide to Ethical Risk**, Gower Publishing, 2010

<http://www.unglobalcompact.org/>,

[http://www.csreurope.org/pages/en/about\\_us.html](http://www.csreurope.org/pages/en/about_us.html),

<http://www.empresaresponsable.com>,

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<http://www.fundacionlealtad.es>,

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BADARACCO,J.L.Jr, **Managing the Gray**, Harvard, 2016

<https://ieside.edu/actualidad/presentamos-el-primer-informe-de-progreso-de-nuestra-adhesion-los-prin>, **IESIDE PRME (SIP) REPORT**, 2021

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## Recommendations

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