



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80312

Name of the subject: Ethics and social responsibility in the company

GENERAL CHARACTERISTICS

Number of credits ECTS:	3.0
Language/s	Catalan Spanish English
Type	Normal
Professor/s	Florensa Giménez, Albert

DESCRIPTION

BRIEF DESCRIPTION AND JUSTIFICATION

The subject of Ethics and Corporate Social Responsibility (CSR) aims to empower students to make ethical decisions based on the business and implement social responsibility practices in the company. For this goal it is necessary that students become aware of the human factor in the economy and business, develop criteria for exercising freedom in the professional world, and are trained to analyze the ethical problems posed by economic systems and structures.

COMPETENCIES

The student, as a result of the training activities of the curriculum will be able to:

- Integrate a range of personal values and criteria for making decisions that help an entrepreneur to be competent and honest. (CE9)
- Conduct business ethically based choices. (Ethical) (CT1)
- Do hypotheses and systematically analyze situations to determine the causes and consequences and think about the steps required in the process and evaluate the elements necessary to fulfill a task or a goal, and to anticipate realistically obstacles associated with a situation and plan how to address them. (Analytical thinking) (CT2)

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- Degree in the scientific or technological field.

CONTENTS

1. Approach to the global social and economic context:
 - 1.1. Social and anthropological characteristics.
 - 1.2. Environmental problems.
 - 1.3. Economic inequality.
2. Economic Ethics and Business Ethics:
 - 2.1. Economic Ethics and Ethics of Finance.
 - 2.2. Ethics of the company as applied ethics.
 - 2.3. Theory and practice of CSR.
 - 2.4. Ethical analysis of the company through its Stakeholders.
 - 2.5. Business Sustainability.
 - 2.6. Practice of CSR. CSR analysis.
 - 2.7. CSR promotion initiatives.

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	0,7	CE9/CT1/CT2
Practical sessions (exercises, case resolution)	0,7	CE9/CT1/CT2
Assignments by Students	0,5	CE9/CT1/CT2
Seminars or tutorials	0,3	CE9/CT1/CT2
Personal study activities	0,7	CE9/CT1/CT2
Assessment sessions	0,1	CE9/CT1/CT2
Internship in Company		
TOTAL	3,0	

EXPLANATION OF TEACHING METHODOLOGY

Among the activities include the practice sessions and the preparation and presentation of works. Also planned sessions include discussions and practical materials envisioned.

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
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Final exam	33%	CE9/CT1/CT2
Partial exams	25%	CE9/CT1/CT2
Following up activities	15%	CE9/CT1/CT2
Homework and presentations	27%	CE9/CT1/CT2
Experimental work or fieldwork		
Projects		
Evaluation of the company or institution		
Participation		

LEARNING OUTCOMES

As a result of the assimilation of the contents of the course, students will be able to:

- Define and use the main concepts of ethics in general and business ethics in particular.
- Distinguish the main currents of ethical foundation.
- Analyze the major ethical systems and structures. economic as well as some alternative proposals to them.
- Analyze the problem of economic inequality.
- Analyze the problem of environmental deterioration.
- Define and use the main concepts of CSR.
- Analyze the different ethical approaches to CSR.
- Analyze ethical business relationships with all the stakeholders.

EVALUATION

The rating of the subject is done through continuous assessment tests (25%), final exam (33%), activities in class (15%) and assignments and presentations (27%)

EVALUATION OF COMPETENCIES

- In order to evaluate the skills have been used different types of activities. First, the development of a working group, with their respective exhibition, which asked students to analyze the relationship between the company and various stakeholders from a theoretical perspective. Later, the same group requested that analyzed in the light of the conclusions of his theoretical work one or two actual cases in which they put manifest good or bad practice in this regard. Secondly, in the form of continuous assessment, students comments on proposed texts on the subject are rated. We also used the evaluation of cases solved by the students in class and in the final test.

BIBLIOGRAPHY

Bibliography

Compulsory books:

CAMACHO, I.; FERNÁNDEZ, J.L.; GONZÁLEZ, R.; MIRALLES, J., Ética y Responsabilidad Empresarial, Desclee De Brouwer, Bilbao, 2013

JUDT, T.: Algo va mal, Taurus, Madrid, 2010.

Capítulos de libros y artículos de lectura obligatoria:

ARENDRT, H.: Eichmann en Jerusalén, DeBolsillo, Barcelona, 2006, pp. 165-220.

CORTINA, A.: Ética de la empresa. Claves para una nueva cultura empresarial, Trotta, Madrid, 1994, pp. 75-94.

CORTINA, A.: Ética de la razón cordial. Educar en la ciudadanía en el siglo XXI, Nobel, Madrid, 2009, pp. 221-244.

Recommended books:

CAMPRODON ROSANAS, M.; SOLS LUCIA, J.; FLORENSA GIMÉNEZ, A.: “Las agencias de evaluación de la RSC: estudio de un caso”, Revista de Fomento Social 243 (2006), vol. 61, Córdoba, 393-422.

CAMPRODON ROSANAS, M.; SOLS LUCIA, J.; FLORENSA GIMÉNEZ, A.: “Las agencias estadounidenses de evaluación de la Responsabilidad Social Empresarial”, Revista de Fomento Social 254 (2009), vol. 64, Córdoba, 259-286.

CAMPRODON ROSANAS, M.; SOLS LUCIA, J.; FLORENSA GIMÉNEZ, A.; MARTORI ADRIAN, F.: “Aplicación del método Delphi para el análisis de la Responsabilidad Social Corporativa: validación de los criterios más relevantes en cada stakeholder”, Revista de Fomento Social 259 (2010), vol. 65, Córdoba, 491-529.

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ETXEBERRIA, X.: Ética básica, Publicaciones de la Universidad de Deusto, Bilbao, 1995, (e-book).

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FLORENSA, A.; SOLS, J.: “Logística ética”, Alta Dirección 233 (mayo 2004), año XXXIX, Barcelona, 35-44.

GONZÁLEZ FABRE, R.: “Responsabilidad social de la empresa y ética: la conexión faltante en el libro verde”, en: CAÑÓN, C.; VILLAR, A. (eds.): Ética pensada y compartida: libro homenaje a Augusto Hortal, Universidad Pontificia Comillas, Madrid, 2009, 205-223.

JACKSON, T., Prosperidad sin crecimiento, Icaria/Intermon Oxfam, Barcelona, 2011.

PIKETTY, T., L'economia de les desigualtats, Edicions 62, Barcelona, 2014.

SEN, A.: “Ética de la empresa y desarrollo económico”, en: CORTINA, A. (ed.): Construir confianza. Ética de la empresa en la sociedad de la información y las comunicaciones, Trotta, Madrid, 2003, 39-53.

SOLS LUCIA, J.; FLORENSA GIMÉNEZ, A.; CAMPRODON ROSANAS, M.: “Medio siglo de Economía Social de Mercado”, Revista de Fomento Social 253 (2009), vol. 64, Córdoba, 79-102. Julio 2013

DOCUMENT RECORD

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