**Syllabus**

**Subject:** Business Ethics  

**Course:** A y B  

**Degree:** Degree in Marketing  

**Academic year 2012/2013**

<table>
<thead>
<tr>
<th>Teachers:</th>
<th>Marco Robles</th>
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<tr>
<td><strong>Period of classes and year:</strong></td>
<td>Second Semester 4th</td>
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<tr>
<td><strong>Type of course:</strong></td>
<td>OB Obligatory</td>
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<td><strong>Language in which the course will be taught:</strong></td>
<td>English</td>
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<tr>
<td><strong>No. Of credits:</strong></td>
<td>6</td>
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<tr>
<td><strong>Hours per week:</strong></td>
<td>3</td>
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Department of Human Education and Ethics
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Business Ethics Syllabus

1. Professor’s Contact details
   Name: Marco Robles
   Email Address: marco.robles@esic.es

2. Description of the subject
   This subject adopts an approach that fits with the nature of the firm, and the identification and role of business leaders. Companies made up of people, whose success depends on the quality of their people, and managing the organizations is primarily about managing people. Hence, several crucial points regarding leadership and ethics in organizations have pointed out on this subject such as respect for each other, the proper use of power, the role of values and mission statements in successful firms, and organizational designs that are not only effective, but also contribute to the personal and professional development of those involved in the organization.

3. Subject Aims
   This subject not only aims at describing business ethics dilemmas, but also at how to interpret that ethics is a basis of human excellence, and business ethics an indispensable pillar in business excellence.

4. Skills
   - Use information and knowledge in a practical and convenient way to solve business problems.
   - Identify the main problem, in any business logic from its subsidiary issues.
   - To get used to working, as an individual and contribute to a teamwork, and the opposite situation.
   - Communicate and improve business rhetoric expertise to perform real cases to an open, public audience.

5. Methodology
   The methodology will be participatory. The course will take three hours per week, with theoretical presentations supported by Prezi slides, with case studies, with a discussion of the readings which stands the week theme and business domain experts lectures.
   Student will follow beforehand the theoretical presentations. They will participate in class discussions presenting their work requested and preparing their written test. The course will have moments of dialogue and knowledge sharing, more specifically; it will spend an hour per week on case studies and its resolution.
6. Resources
The professor will upload the Prezi slides and other texts to the Intranet. The review of these resources is recommended at least once a week.

7. Practical Coursework
The course includes three types of practices to complete theoretical and effective learning:
   a) Resolution of actual cases and dialogue in the same class
   b) Individual work: reading of essential books or papers and its homework. It will be explained in due course.
   c) Group work: on a topic related to the work of the subject and supervised by professor. It involves:
      • Presentation and discussion: 40 minutes with the support of at least one presentation on Power Point.
      • Work, written and executive summary for future monitoring (no more than 7 pages).

8. Evaluation Process

a. Assessment methods
The acquisition of skills related to this course and its learning outcomes will be assessed throughout continuous evaluation. The different activities to be jointly evaluated include theoretical and practical exams, participation in class, individual and group works, workshops as well as participation in complementary activities. All activities will be evaluated within the graded scale from 1 to 10. For successful completion of the course, the student shall obtain a final mark equal to or higher than 5. Each activity will have to be passed and will form a part of the final grade in parallel percentage, which will not exceed 50%.

Criteria

- Written exam: 50%
- Mandatory work: 30% (15% group work, 15% individual work)
- Complementary activities (20%):
  10% voluntary work, case studies, etc...
  10% class participation and class attitude
- Class attendance: + / - (1). Standard criteria established by ESIC.

The student is entitled to two evaluations. The subsequent evaluation process will be carried out only for those students who should be re-evaluated. The re-evaluation will make up of an individual work (30%) and a mandatory written exam (70%). The students, who fail to achieve the necessary skills, will have to register again for the course in the following academic year for the intention to obtain those competences.
9. Subject Program
The program could change depending on the progress of the course with the purpose of obtaining maximum understanding and usefulness of the topics presented.

Chapter 1: Ethical Theory and Business Practice
1. Philosophical Wisdom
2. Normative Ethical Theory

Chapter 2: Fundamental concepts and problems
3. Morality, Ethics, Prudence, Responsibility and Law
4. Approaches to the Study of Morality and Ethics, (Vitue Ethics, Machiavelli, Adam Smith, Marx, Nietzsche, and Sartre)

Chapter 3: The Individual within the Organization
5. Values, principles and virtues in human action
7. Practical rationality and human effects

Chapter 4: Organizational Ethics. Codes of Business Conduct
9. Corporate values and guiding ethical principles
10. Organizational culture and its professional ethical dimension
11. Codes of business conduct. Implementing a code of conduct
12. Legal Responsibility, Ethical Responsibility and Ethical Responsibility in practice
13. Reinforcing ethical actions through organizational structures

Chapter 5: Ethics, Business and Marketing.
14. The Purpose of the Firm.
16. Competition and cooperation. Use and Misuse of Power
17. Ethics in the Organizing of Marketing
18. Relevance of the purpose of Business Ethics

Chapter 6: Ethics in Organizational Cultures and Structures
19. Organizational culture and its ethical dimensions
20. Shaping ethical organizational culture
21. Ethics in the design of organizational structures

Chapter 7: Ethical Leadership in Organizations.
22. Guiding organizations towards a model of trust
23. Moral character in leadership.
24. Wisdom in leading organizations.

Chapter 8: Methods of reasoning and ethical argumentation
Chapter 9: Dilemmas and Frequent Ethical Issues in Business.
25. Misappropriation, fraud, bribery and extortion
26. Conflicts of interest.
27. Whistle-blowing and use of personal information

Chapter 10: Societal Business Ethics
28. Corporate Citizenship
29. The Social Responsibility and Accountability.
30. Corporate Social Responsibility.

Chapter 11: Corporate and Collaborative Governance
32. International Corporate Governance report.

10. Recommended Reading

a. Mandatory Reading
The subject program has no assigned textbook, so it follows part of the contents included in the reference below:


b. Further Reading
AGOTE IGLESIAS, I., Pensamiento social cristiano, ESIC, Madrid, 2008.
ÁLAVA, Mª J. Emociones que hieren, la Esfera de los libros, Madrid, 2005.
ÁLAVA, Mª J., Trabajar sin sufrir, la Esfera de los libros, Madrid, 2008.
ABASCAL ROJAS, F., Marketing social y ética empresarial, ESIC, Madrid, 2005.
ARRIETA HERAS, M. B. y CRUZ, C, La dimensión ética de la responsabilidad social, Deusto, Universidad de Deusto, 2006.

Business Ethics
CARNEGIE, D. Como ganar amigos e influir sobre las personas, Cosmos, Buenos Aires, 1969.
CORTINA, A. y MARTÍNEZ NAVARRO, E., Ética, Madrid, Akal, 1996
GOLEMAN, D. Inteligencia emocional, Kairós, Barcelona, 1996
HESSELBEIN, F. y COHEN, P. (compiladores), De líder a líder, Granica, Barcelona, 2002.
HORTAL, A. Ética general de las profesiones, Desclée, Bilbao, 2002.
LÓPEZ QUINTAS, A. Liderazgo creativo, Hacia el logro de la excelencia personal, Ensayo Nobel, Oviedo, 2004.
SAÑA, H., Breve tratado de ética: una introducción a la teoría de la moral, Córdoba, Almuzara, 2009
UDAONDO, M. Gestión de la calidad, Díaz de Santos, Madrid, 1992

c. **Online Support Material**

Intranet ERIETE: [www.erie.t.es](http://www.erie.t.es)
Links: ETNOR; AUTOCONTROL; FORETICA; AECA, AECOP.
Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.

Business Ethics