

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **ÉTICA Y RESPONSABILIDAD SOCIAL CORPORATIVA**

Code: 100136

Degree/Master: **GRADO DE ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS**

Year: 4

Name of the module to which it belongs: OPTATIVIDAD

Field: OPTATIVIDAD

Character: OPTATIVA

Duration: SECOND TERM

ECTS Credits: 4

Classroom hours: 40

Face-to-face classroom percentage: 40%

Study hours: 60

Online platform: uco moodle

### LECTURER INFORMATION

Name: CEJUDO CÓRDOBA, RAFAEL (Coordinator)

Faculty: Filosofía y Letras

Department: CIENCIAS SOCIALES Y HUMANIDADES

Area: FILOSOFÍA MORAL

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None.

#### Recommendations

None specified.

### INTENDED LEARNING OUTCOMES

C39 Ethical commitment at work (rel. CB2,CB4, CB5, CU2, CE1, CE2, CE3, CE4, CE5, CE6 and CE7).

C102 Sensitivity to environmental and social issues (rel. CB3 and CB7).

### OBJECTIVES

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### ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Today, the business world is highly contested. Economic crisis, massive unemployment, global inequalities, depletion of resources, global warming, and pollution are examples of problems that involve corporations (especially transnational firms). On the other hand, new economic experiences are coming to the forefront. For instance, ethical banking, collaborative economy, circular economy or social entrepreneurship.

Accordingly, **the course aims to:**

- Help students to adopt a broader view of the roles and responsibilities of business
- Enable students to identify and manage ethical conflicts in the business world
- Provide students with an understanding of the main issues of the corporate social responsibility
- Encourage a proactive attitude in favor of the corporate social responsibility

**On completion of the module students should be able to:**

- Evaluate the consequences of the standard economic rationality and motivation for the common good and the environment
- Identify moral problems in the business world and critically evaluate the economic activity
- Be familiar with ethical decision making methods
- Discriminate different ethical and regulatory documents, including codes of ethics and codes of conduct
- Critically evaluate the notion of Corporate Social Responsibility
- Compare different perspectives for assessing business performance
- Systematize the main drivers and barriers to Corporate Social Responsibility
- Be familiar with the main procedures for report and certificate the Corporate Social Responsibility
- Being effective while working in group and communicating arguments in public

## CONTENT

### 1. Theory contents

#### I. Doing business and doing well: ethics in the economic behavior

The Ford Pinto case: concept of ethics and of business ethics. Levels of responsibility in the business world. The use of business ethics for the sake of business. The Grameen Bank case: economic rationality and ethical conduct. Social economy and the Shared Value approach.

#### II. From professional ethics to business excellence: management deontology and codes of conduct

The Tylenol case: ethics and business excellence. Ethical leadership. Ethical dimension of the company's mission. Ethical documents: company's credo, professional code, sector code of conduct, company code of conduct

#### III. Corporate Social Responsibility: concept and importance as strategy for leadership

Concept and development of the Corporate Social Responsibility (CSR). CSR as ethical management of stakeholders. CSR Drivers. Reputation: concept and measurement. Socially Responsible Investment and Ethical Banking.

#### IV. Corporate Social Responsibility: reporting and certification systems

Corporate citizenship. The Global Compact and the Communication on Progress (COP). The Global Reporting Initiative (GRI). The European Eco-Management and Audit Scheme (EMAS). The AccountAbility's assurance standard (AA1000AS).

### 2. Practical contents

Case analysis  
Stakeholder analysis  
Ethical decision making  
Analysis and formulation of codes of conduct  
Methods for assessing corporate social performance

## METHODOLOGY

### General clarifications on the methodology. (optional)

#### General comments about the methodological guidelines

Regular participation and a proactive attitude are expected. Since teaching methods include lectures, case study, reading activities, debates and workshops, students are required to prepare the work materials in advance.

The subject is on-site, and it has been designed in that way. Therefore, attendance is important for learning. Students missing more than 20% of the sessions are required to sit a final exam. In this case the maximum grade is five. This exam should be prepared using the on-line materials and the basic bibliography.

### Methodological adaptations for part-time students and students with disabilities and special educational needs



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Guidelines for part-time students

Registered part-time students should attend a proportional number of sessions. According to the previous paragraph, contents shall be reduced in proportion for those part-time students who do not attend the required number of sessions.

### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	2	-	2
<i>Case study</i>	8	-	8
<i>Group presentation</i>	7	-	7
<i>Lectures</i>	15	-	15
<i>Workshop</i>	8	-	8
<b>Total hours:</b>	<b>40</b>	<b>-</b>	<b>40</b>

### Off-site activities

Activity	Total
<i>Analysis</i>	20
<i>Group work</i>	10
<i>Information search</i>	30
<b>Total hours:</b>	<b>60</b>

## WORK MATERIALS FOR STUDENTS

Case studies  
Dossier

### Clarifications:

Working materials will be provided in the on-line university platform uco moodle.

## EVALUATION

Intended learnig outcomes	Tools		
	Case studies	Oral presentations	Short answer tests
<i>C102</i>	x	x	x
<i>C39</i>	x	x	x
<b>Total (100%)</b>	<b>25%</b>	<b>25%</b>	<b>50%</b>
<b>Minimum grade.(*)</b>	<b>4</b>	<b>0</b>	<b>3</b>

(\*) Minimum grade necessary to pass the course

Method of assessment of attendance:

See methodology section

General clarifications on instruments for evaluation:

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Practical cases, examples and oral presentations should be prepared in groups (up to four members). Groups should submit 3 cases or examples and make 2 oral presentations. Tutoring sessions are required to prepare the oral presentations and attendance to these sessions shall be used for grading.

### Plagiarism

Concerning this module, plagiarism is defined as presenting the words and ideas of someone else as own words and ideas. Availability of information in the web is not a valid excuse. Every assignment (oral or written) should be expressed with own words and using own ideas and judgments. When someone else's words, ideas or judgments are used, this circumstance should be clearly stated in the main text and the bibliography section.

Any plagiarism will result in a student receiving "0's" in that assignment. This assignment may be repeated (completely) only if the plagiarism is not complete and flagrant. The resit will be rated no more than 5. In case of recurrence, plagiarism will be reported to the Coordinator of the Grade. Besides, the plagiarist could not pass the subject in that examination sitting.

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

### Guidelines for part-time students

Registered part-time students should attend a proportional number of sessions. According to the previous paragraph, contents shall be reduced in proportion for those part-time students who do not attend the required number of sessions.

Qualifying criteria for obtaining honors: *10 in the short answer test*

◆Hay exámenes/pruebas parciales?: *No*

## BIBLIOGRAPHY

### 1. Basic Bibliography:

Carroll, A. B. and Buchholtz, A. K. (2008): *Business & Society : Ethics and stakeholder management*, Mason, Ohio, Thomson South-Western.  
Crane, Andrew and etalii (eds.) (2008): *The Oxford handbook of corporate social responsibility* Oxford OxfordUniversity Press.  
(photocopies of needed sections will be provided if necessary).

### 2. Further reading:

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- Badaracco, J. Jr. (1997): *Defining Moments. When Managers Must Choose between Right and Right*, Cambridge, Mass., Harvard Business Press.
- Bazerman, Max H. and Tenbrunsel, Ann E. (2011): *Blind spots: why we fail to do what's right and what to do about it*, Princeton, N.J, Princeton University Press.
- Carroll, Archie B. (1991): "The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders", *Business Horizons*, vol. 34, no. 4, pp. 39-48.
- Chang, H.J. (2011): *23 Things They Don't Tell You about Capitalism*, Penguin.
- DOI: 10.5840/beq200515329, vol. 15, no. 3, pp.
- Donaldson, T. and Dunfee, T. W. (1999): *Ties that bind*, Boston, Harvard University Press.
- Elkington, J. (1998): *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*, Oxford, New Society Publishers.
- Freeman, R.E. (2010): *Strategic Management: A Stakeholder Approach*, Cambridge University Press.
- Gladwell, M. (2013): *The Tipping Point: How Little Things Can Make a Big Difference*, Little, Brown Book Group Limited.
- Heineman, Ben W. Jr. (2008): *High Performance with High Integrity*, Cambridge, Mass., Cambridge University Press.
- Hirschman, Albert O. (1970): *Exit, Voice, and Loyalty: Responses to Decline in Firms, Organizations, and States*, Cambridge, Mass., Harvard University Press.
- Kotler, P. and Lee, N. (2005): *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, Wiley.
- Linda Klebe, Trevino, Laura Pincus, Hartman, and Brown, Michael (2000): "Moral person and moral manager: How executives develop a reputation for ethical leadership", *California Management Review*, vol. 42, no. 4, pp. 128-142.
- Maon, François, Lindgreen, Adam, and Swaen, Valerie (2009): "Designing and Implementing Corporate Social Responsibility: An Integrative Framework Grounded in Theory and Practice", *Journal of Business Ethics*, vol. 87, no., pp. 71-89.
- Mitchell, Ronald K., Agle, Bradley R., and Wood, Donna J. (1997): "Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts", *The Academy of Management Review*, vol. 22, no. 4, pp. 853-886.
- Moon, Jeremy, Crane, Andrew, and Matten, Dirk (2005): "Can Corporations Be Citizens? Corporate Citizenship as a Metaphor for Business Participation in Society", *Business Ethics Quarterly*
- Mulgan, Geoff (2006): "The Process of Social Innovation", *Innovations: Technology, Governance, Globalization*, vol. 12, no. 1, pp. 145-162.
- Nash, Laura (1983): "Ethics Without the Sermon", *Executive Success. Making it in Management.*, in Eliza Collins (ed.), ^ Cambridge, Mass., John Wiley and Sons pp. 492-509.
- Peters, T.J. and Austin, N. (1985): *A passion for excellence: the leadership difference*, Warner Books.
- Phillips, Robert (2003): *Stakeholder Theory and Organizational Ethics*, San Francisco, Berrett-Koehler.
- Sanchez, J. L. F. and Sotorrio, L. L. (2007): "The creation of value through corporate reputation", *Journal of Business Ethics*, vol. 76, no. 3, pp. 335-346.
- Sen, A. (1977): "Rational Fools: A Critique of the Behavioural Foundations of Economic Theory", *Philosophy and Public Affairs*, vol. 6, no. 4, pp. 317-344.
- Sen, A. (1987): *On Ethics and Economics*, Oxford, Blackwell.
- Treviño, Linda Klebe (1986): "Ethical Decision Making in Organizations: A Person-Situation Interactionist Model", *Academy of Management Review*, vol. 11, no. 3, pp. 601-617.
- Wettstein, F. (2009): *Multinational Corporations and Global Justice: Human Rights Obligations of a Quasi-Governmental Institution*, Stanford University Press.

## COORDINATION CRITERIA

- Joint activities: lectures, seminars, visits ...

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.