



CIEE Seville, Spain

Course name:	Business Ethics and Social Responsibility
Course number:	BUSI 3008 SEBS
Programs offering course:	Liberal Arts, Advanced Liberal Arts, Business and Society and Communication, New Media and Journalism – Spanish Programs
Language of instruction:	Spanish
U.S. semester credits:	3 credits
Contact hours:	45 hours
Term:	Spring 2020

Course Description

This course, given exclusively in Spanish, introduces students to the concept of ethics and its applicability to the business world, with a special focus on the role played by corporate social responsibility (CSR) in the development and implementation of an ethical culture in the organization.

The first part of this course will focus on the study on the concept and principles of ethics. Students will be provided with the conceptual tools necessary to address ethical dilemmas they may encounter in the business world. In the second part of this course, students will analyze the relationship between business ethics and CSR. They will evaluate the ethical impact managerial decisions can have on different corporate stakeholders. The third part of this course will center on a selection of current ethical dilemmas such as ethics in finance, the impact of globalization or ethical management of diversity. It is expected that students acquire the necessary skills to defend a reasoned ethical stance on these current issues. Throughout the course students must apply the theories and concepts explained in class and in the readings to the resolution of the cases that arise, presenting them both in writing and in classroom discussions.

Learning Objectives

Students will be able to:

1. Define the concept of ethics and the universal principles on which it is based, in order to build a conceptual framework to face the moral dilemmas that arise in business practice.
2. Identify complex ethical aspects inherent in business practice, as well as develop ethically sound answers to critical scenarios.
3. Identify and critically reflect on prevailing social values, developing the argumentative skills necessary to formulate and justify personal valuations.
4. Identify and relate the contents of the subject in different cases framed in the economic field.
5. Acquire skills for reading comprehension, interpretation of information and substantiation of choices or opinions.
6. Understand the management of the triple bottom line as a tool to implement ethics and sustainability in business.
7. Know the role of the codes of good governance in the development of an ethical culture in the companies listed on the Spanish capital market.



Course Prerequisites

Students should have the appropriate linguistic level to benefit from the course. A background in business may help with certain topics, but it is not necessary as a prerequisite, since the teacher will provide additional explanations to those who need it.

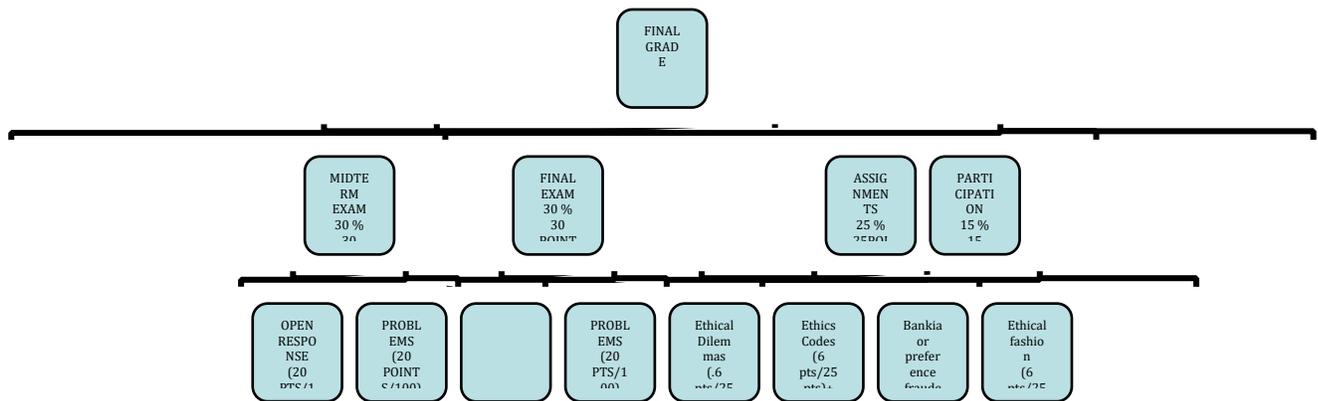
Methods of Instruction

The teacher will introduce the mentioned topics making use of PowerPoint presentations. These are classes in which the exchange of ideas and opinions is fostered from the beginning. For this reason, students will be provided with press articles and / or academic articles that they should reflect on independently and then discuss in groups. Audiovisual media, such as certain documentaries or films, will also serve as support for teaching and participation in class. At least once during the course we will carry out activities outside the classroom, interacting with Spanish students.

Assessment and Final Grade

CIEE classes are not graded on a curve nor is there extra credit work. The final grade will be based upon the following criteria:

Assignments	25 %
Midterm Exam	30 %
Final Exam	30 %
Classroom participation	15 %



- * rated over 100 but when calculating the final grade that score is multiplied by 0.3.
- ** rated over 100 but when calculating the final grade said grade is multiplied by 0.25
- *** rated over 50 but when calculating the final grade that rating is weighted.
- + rated over 100 but when calculating the final grade that rating is weighted.

Course Requirements



1. **WRITTEN ASSIGNMENTS:** Throughout the course, the student must complete 4 essays that demonstrate their understanding of the topics studied and discussed in the classroom. The essays comprise 25% of the final grade, that is to say, a total of 25 points out of 100.
 - a. **ASSIGNMENT 1 "Ethical Dilemmas":** Completed after the study of Topic 1 ethical theories and the practice of ethical dilemma resolution in the classroom. This work would allow obtaining 7 points out of the 25 that make up the essays in the final grade. The recommended essay length is 700-800 words, although in the student's grade the most important thing is that he / she knows how to apply the different ethical theories studied to the resolution of the proposed dilemma.
 - b. **ASSIGNMENT 2 "Codes of Ethics":** Students must analyze and evaluate the ethical code of a company of their choice using theory studied in class and information about the company published in the media. This should be 500 words. Most of the work will be completed in class, with the professor's assistance. This essay is worth 6 of the 25 assignment points.
 - c. **ASSIGNMENT 3 "Margin Call":** This film represents the start of the economic crisis after the fall of Lehman Brothers. It serves to illustrate the role of corporate governance in the implantation of an ethical business culture. Students will write an essay analyzing the events of the film. Student work will be graded using Canvas, by means of a questionnaire of 4 to 6 questions. This work is worth 6 of the 25 essay points.
 - d. **ASSIGNMENT 4 "Ethical Fashion":** Students will watch documentaries in class and read an article containing the information. The evaluation will be carried out on Canvas by means of a questionnaire of 6 to 10 open response, true/false or multiple-choice questions. This assignment is worth 6 of the 25 assignment points.
2. **MIDTERM EXAM:** There will be an exam on topic 1 and part of topic 2 that is worth 30% of the final grade. The test is graded out of 100 and consists of several parts: 20 multiple choice questions of three different types (multiple choice, true or false and fill in the blanks) are worth 60 points; 4 open response questions with a maximum value of 20 points, and a problem, consisting of the analysis of an ethical dilemma like that of the first assignment and on which two questions will be asked with a value of 10 points each. The grade obtained by the student in this exam will be added to the final grade multiplied by 0.3.
3. **FINAL EXAM:** There will be an exam on the last day of class on the rest of topic 2 and topic 3 that is worth 30% of the final grade. The test is graded out of 100 and consists of several parts: 20 multiple choice questions of three different modes (multiple choice, true or false and fill in the blanks) are worth 60 points; 4 open response questions with a maximum value of 20 points, and a problem, requiring a two paragraph analysis of two codes of ethics of two different companies with a total value of 20 points. The grade obtained by the student in this exam will be added to the final grade multiplied by 0.3.
4. **CLASS PARTICIPATION:** It is essential that students read the assigned material prior to each class meeting. This course is based upon discussion, so preparation for engagement in class discussion is important. The teacher will explain the topics using current news, short documentaries or case studies. She will encourage debate and exchange of ideas among the students. Students are expected to read and think about the assigned material prior to attending class and to participate in class discussions. Grading of class participation will be carried out throughout the course each



time a current topic is raised in the classroom, with up to 15 points in this section for students who regularly interject and know how to clearly and concisely convey their ideas.

Attendance Policy

Students are not allowed to miss class for unjustified reasons. For each unexcused absence, the participation portion of the grade will be lowered. Hence, it will be very difficult to receive a 100 in the class. Please keep this in mind.

If a student misses class once without a valid excuse (a note from a physician in the event of an illness), then the professor will automatically lower the final grade by 5 points (on a 100-point scale) for each class missed thereafter. Students with 6 or more unexcused absences will fail the course. Students should arrive to class on-time. Arriving more than 15 minutes late for a class will count as an unexcused absence.

Please note that an excused absence is one that is accompanied by a doctor's note: signed stamped and dated. Travelling and/or travel delays are not considered valid reasons for missing class.

Academic Honesty: Students are expected to act in accordance with their university and CIEE's standards of conduct concerning plagiarism and academic dishonesty. Use of online translators for work in Spanish will result in an automatic failure.

Linguistic Resource Center: Students can go to the Language Resource Center for help with reading and writing.

Weekly Schedule

Week 1

1.1 Course introduction. Programming, methodology and evaluation. Begin Module I. First approaches to the concept of Ethics: do we consider ourselves ethical people? Discussion from ethics Quiz.

1.2. Ethics: definition. Basic principles. Moral standards and values. Normative ethics and applied ethics.

Discussion: conflicting values (the dilemmas). First approach to the resolution of ethical dilemmas.

Press articles on controversial topics to read and comment in the classroom:

Female genital mutilation in sub-Saharan countries and / or "The Slaves of Valentine's Day: roses full of thorns "(El País Semanal, 2016)

Week 2

2.1 Ethical relativism. Cultural and international differences in the assessment of ethical dilemmas. Changes in ethical principles due to the passage of time. Discussion on morality in international contexts based on current news items worked on in the previous session. Student participation important for participation grade.



2.2. Normative ethics: theories (Kant's Categorical Imperative, Ethical Altruism, Traditional Utilitarianism). Applied ethics Ethical principles in business. Contractual rights and obligations. Ethics of care and virtue.

Week 3

3.1 Applied ethics. The stages of the moral development of the person. Heinz's dilemma. Class exercises on ethical dilemmas. Dilemma of the tram and dilemma of the obese person. Explanation of the task to be performed in the first assignment on ethical dilemma.

Due date one week later

3.2 Ethics applied to business. Start of topic 2 Ethics and social responsibility. Approaches to the study of the social responsibility of the company. Is the company interested in socially responsible behavior? Relationship responsible behavior and business results. Ted Talks viewing of Paul Piff about experiment at the University of California relating wealth with the possibility of unethical behavior. Classroom discussion on the findings of the experiment which account for participation grade

(https://www.ted.com/talks/paul_piff_does_money_make_you_mean/transcript?language=es) Delivery of an economic press article on corporate social responsibility necessary to prepare for the global discussion

Week 4

4.1 GLOBAL DISCUSSION: "CORPORATE SOCIAL RESPONSIBILITY: ETHICAL OR AESTHETIC QUESTION" Mixed work groups will be created with Spanish students, who will help the CIEE student for the debate. The debate question is whether corporate social responsibility is a reflection of an ethical attitude of the companies or is a mere propaganda showcase. This participation is mandatory for all students and significantly affects the participation grade.

4.2 Importance of the Codes of Ethics for the implementation of an ethical culture in the company. Analysis and classroom discussion of the Codes of Ethics of multinational companies operating in Europe.

Week 5

5.1. Activity outside the classroom in preparation for the second assignment, on Codes of Ethics. Each student must choose the company from which they want to analyze the ethical code, in light of the knowledge acquired in the previous class on what is considered a good ethical code. It will be necessary to identify a specific aspect of the code, which affects a certain stakeholder, and analyze if what the code entails is consistent with the actual conduct of the company. The grading of this work will depend on the sharpness of the analysis and the connection between the theory explained and the observed practice.

5.2. Sharing and evaluation of student work on Codes of Ethics of companies.

Week 6

6.1 Review for the midterm exam. Practice exam and correction.



6.2. MIDTERM EXAM

Week 7

7.1. Screening of the movie "Margin Call" in Spanish with English subtitles (Chandor, J.C., 2011)

7.2 Role of Corporate Governance in the implementation of an ethical business culture. Theory of the agency. Codes of good governance. Steps to follow for a process of ethical decision making in the organization. Interests of different groups that are affected by the actions of managers and their companies: Analysis of the relationship of the company with its various stakeholders. Third assignment: questions about the movie "Margin Call" in Canvas. Due one week later.

Week 8

8.1

Ethics in financial services. Aggressive fundraising policies. Introduction of the case study: Bankia or the preferred shares fraud; perspective of the preferer. Work session with Spanish students. Discussion of the case: "Sale of preferred shares by Spanish financial entities to clients without financial knowledge - Fraud or legal?". Platform for those affected by the preferred shares scheme in Spain.

8.2 Ethical behavior of the company towards its customers. The producer's responsibility for their products.

Marketing and advertising: ethical justification of advertising.

Discussion of cases in the classroom (sexist images in advertising, advertising as a tool to transform wants into needs, etc.). Viewing of reports to illustrate the discussion on "Ethics and Advertising".

Participation grade.

Week 9

9.1. Topic 3. Concept of Corporate Social Responsibility (CSR) and approaches. Origins and evolution of the CSR. Theory of the Stakeholders. Basic concepts: Sustainable development, Globalization, Externalities. Drivers of CSR.

9.2. Viewing of the documentary "NO A LA VENTA" created by the Observatory of Corporate Social Responsibility (<https://observatoriorsc.org/no-a-la-venta-documental/>)

Week 10

10.1. Ethics of finance. Discussion on ethical finance and socially responsible investments. The case of ethical banking. Ethical dilemmas associated with the contemporary economic crisis (financial and trust crisis).

10.2. Ethical behavior of the company towards its workers. Towards an ethical management of diversity. Reconciliation of work and family life. Workplace Harassment. The outsourcing of production as a cost reduction strategy: its impact on the conditions of workers. Exhibition of the Rana Plaza case. The role of social audits. Fourth assignment on ethical fashion, entitled "The workshops of misery," to be done in Canvas. Due one week later.

Week 11



11.1 Ethical fashion for a sustainable future: Low fashion. The problem of supply chains. The IOU Project. Debate on the work.

11.2. Ethics and globalization. Environmental and social problems of the offshoring of production. Pollution and depletion of resources. Global warming. Sustainable industries. Kyoto Protocol. Calculation of the ecological footprint.

Week 12

12.1. Review for the final exam. Practice exam and correction.

12.2. **FINAL EXAM**

Course Materials

Readings

BBVA, “Valores y Éticas para el Siglo XXI” (2011).

Bañón, A., Guillén, M. y Ramos, N. (2011): “La empresa ética y responsable” en *Universia Business Review*, segundo trimestre, pp. 32-43.

Fontrodona, J. y Argandoña, A. (2011): “Una visión panorámica de la ética empresarial”, en *Universia Business Review*, segundo trimestre, pp. 12-21.

Heal, Geoffrey, *When Principles Pay. Corporate Social Responsibility and the Bottom Line*, Columbia University Press, 2008.

Núñez Torrado, M. (2017): “Under-Representation of Women in Boardrooms: A Matter of Corporate Irresponsibility?”, in *Corporate Social Performance: Reflecting on the Past and Investing in the Future* edited by Agata Stachowicz-Stanusch, Information Age Publishing: Charlotte NC.

Sánchez-Apellániz, M., Charlo, M.J. y Núñez, M. (2013): “Integrity as a core value in organizations: the development and implementation of a strong ethical culture” in *Integrity in organizations: Building the foundations for humanistic management* (2013), edited by Wolfgang Amann and Agata Stachowicz-Stanusch, Palgrave MacMillan: Great Britain.

Velásquez, Manuel G., *Ética en los Negocios: Conceptos y Casos*. Pearson, Prentice Hall, 7ª edición, 2008

Online Resources

<https://observatoriorsc.org/no-a-la-venta-documental/>

https://www.ted.com/talks/paul_piff_does_money_make_you_mean/transcript?language=es