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### **CIEE Study Center in Seville**

<b>Course name:</b>	Business Ethic and Social Responsibility
<b>Course number:</b>	BUSI 3008 SEBS
<b>Programs offering course:</b>	Business and Society
<b>Language of instruction:</b>	Spanish
<b>U.S. semester credits:</b>	3 credits
<b>Contact hours:</b>	45 hours
<b>Term:</b>	Spring 2018
<b>Course meeting times:</b>	TBD
<b>Course meeting place:</b>	TBD
<b>Professor:</b>	TBD
<b>Contact information:</b>	TBD
<b>Office address:</b>	TBD
<b>Office hours:</b>	TBD

#### **Course Description**

The current crisis is hitting Western economies hard and is evident in the breakdown of the present economic model, in which economy and ethics take diverging routes. Society is demanding a new business and economic model based on ethics, transparency, and solidarity. Therefore, one of the main challenges organizations are now facing is how to ensure that employees act ethically and work with integrity.

Management of organizations requires a certain ethical behavior in order to generate the trust needed for economic activities. In this post-crisis scenario, in which business values are being redefined, being “socially responsible” has become increasingly urgent. Therefore, CSR policies would be an effective way to implement a culture of ethical organization that would ultimately render mandatory regulations unnecessary.

This course will prepare students to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern trade-offs and implications of employing different ethical frames of reference when making business decisions.

#### **Learning Objectives**

This course, taught exclusively in Spanish, will prepare students to:

1. Display an understanding of the role of business in society, corporate social responsibility, ethical issues and the role of personal values.
2. Identify the ethical issues inherent in a given business scenario



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3. Articulate and evaluate their own and others' ethical reasoning
4. Develop abilities to interpret the information; discuss and explain a position; and formulate and defend a cogent and considered position in this field
5. Understand and cope with the challenges of balancing the Triple Bottom Line ("people, planet and profit") approach of profit, ecological accountability and social responsibility.

Familiarize themselves with the role played by Good Governance Codes into the development of an ethic culture in organizations listing on the Spanish Capital Market.

### **Methods of Instruction**

The classes will be led by the professor addressing the aforementioned themes and utilizing computer presentations. When permitting, the professor will also utilize videos relating to the materials and analyze cases of TEMA DE LA CLASE, making particular reference to Spanish businesses.

### **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:**

Homework / Assignments	25%
Midterm Exam	25%
Final Exam	25%
Classroom participation	25%

*\*\*\*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. Students are expected to read and think about the assigned material prior to attending class and to participate in class discussions.*

### **Course Requirements:**

**Attendance policy:** Regular class attendance is required throughout the program.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent, and the student should be reminded of the policy at the time of the infraction.



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Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- evidence is provided of a family emergency

Persistent absenteeism (students exceeding 10% of total course hours missed, or violations of the attendance policies in more than one class) may lead to a written warning from the Center/Resident/Academic Director, notification to the student's home school, and/or dismissal from the program in addition to reduction in class grade(s). Students with unexcused absences exceeding 20% of the total course hours will fail the course.

**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:** It is recommended that students use the LRC

## **WEEKLY COURSE SCHEDULE**

### **WEEK 1**

#### **Day 1**

Presentation of the course: Program, Methodology and Grading

Unit I. First look at the concept of Ethics: Do we consider ourselves ethical people?

Discussion based on an ethics quiz

#### **Day 2**

Ethics: Definition. Basic Principles. Moral standards and values. Normative Ethics and Applied Ethics.

Discussion: Conflicted values (dilemmas)

### **WEEK 2**

#### **Day 3**

Normative Ethical Theories: Kantianism, Ethical Altruism, and Utilitarianism.

Applied Ethics. The Main Ethics of Business. Contractual Rights and Obligations.

Ethics of Care and Virtue.



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#### **Day 4**

Personal moral development studies

Heinz dilemma

Debate about corruption in Spain (corrupt politicians, tax avoiding citizens). Raising questions about cases related to the theories studied in class

### **WEEK 3**

#### **Day 5**

Ethical Relativism.

Cultural and international differences when valuing ethical dilemmas.

Changes in ethical principles over time

Discussion about morality in an international context based on current news.

#### **Day 6**

Ethics applied to business

Ethics and Social Responsibility. Approaches to the study of corporate social responsibility.

Are companies interested in socially responsible behavior?

The relationship between responsible behavior and business results.

### **WEEK 4**

#### **Day 7**

GLOBAL DISCUSSION: Corporate Social Responsibility: Real issue or smoke screen?

#### **Day 8**

Importance of Ethic Code for the implantation of a business's ethical culture.

Analysis and discussion about the Ethics Codes of multinational companies that operate in Europe.

### **WEEK 5**

#### **Day 9**

The role of corporate social responsibility as a tool to establish ethical behavior within an organization.

Ethical decision making process in an organization

Interests of different groups that are affected by the actions of directors and their companies: Analysis of the relationship between an organization and its stakeholders.

#### **Day 10**

Ethical behavior of the company towards its shareholders and owners:

Introduction to case study: Bankia

### **WEEK 6**

#### **Day 11**



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Review for Midterm

**Day 12**

Midterm Exam

**WEEK 7**

**Day 13**

Movie and Discussion “Inside Job” in Spanish with English subtitles.

**Day 14**

Ethics in Financial institutions. Aggressive fundraising tactics. Discuss case study: “Sale of preferred participation to non-financial institutions – Fraud or legal?”

**WEEK 8**

**Day 15**

Company’s ethical behavior towards its clients. The suppliers responsibility for its products.

Marketing and publicity. Outsourcing production.

Discuss case studies.

**Day 16**

GLOBAL DISCUSSION: “Bankia and Fraud involving preference shares”

**WEEK 9**

**Day 17**

A company’s ethical behavior towards its employees. Work and family life balance. Harassment in the workplace.

**Day 18**

In class activities regarding ethical issues in the workplace.

**WEEK 10**

**Day 19**

Ethics in finance

Discuss financial ethics and socially responsible investments. Banking ethics.

Ethical dilemmas associated with the current economic crisis (financially and trustworthiness)

**Day 20**

GLOBAL DISCUSSION “Publicity and Consumer rights”

**WEEK 11**

**Day 21**

Ethics and globalization. Environmental and social problems with outsourcing.



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**Day 22**

Companies and public administration. European lobbies. Integrity of the state.

Taxes

Case studies

**WEEK 12**

**Day 23**

Review material

**Day 24**

Final Exam