

1. BASIC INFORMATION

Course	International Business Ethics
Degree program	BSC Degree in International Business
School	Social Sciences and Communication
Year	Fourth
ECTS	6 ECTS
Credit type	DR – Degree Required
Language(s)	English
Delivery mode	Face-to-face
Semester	S7
Academic year	2019/2020
Coordinating professor	Dr. Antonio J. Pinto

2. PRESENTATION

There is an increasing demand for businesspeople to act ethically in present days. Professionals need to understand the impact their decisions have in society, with the aim of impacting positively on all those affected.

3. COMPETENCIES AND LEARNING OUTCOMES

Core skills:

- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-curricular skills:

- CS12: Critical reasoning: The ability to analyze an idea, phenomenon or situation from different points of view and take a personal approach to it based on rigor and objective reasoning, and not on intuition.
- CS13: Problem solving: The ability to resolve a confusing issue or a complicated situation that stands in the way of achieving a goal and where there is no predefined solution.
- CS15: Responsibility: The ability to fulfill the commitments a person makes to themselves and to others when performing a task and trying to achieve a set of goals as part of the learning process. The ability of any individual to acknowledge and accept the consequences of their own actions.
- CS16: Decision making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific skills:

- SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- SS13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.
- SS14: Capacity to adapt to new trends and business practices including the application of corporate social responsibility policies, in the context of international business.
- SS19: Ability to understand and integrate oneself professionally in the different economic, organizational and hierarchical structures of multinational companies, knowing the relevant positions and the functions of each director and department.
- SS23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes:

- LO1: To understand concepts related to the application of ethical and deontological criteria on an international framework.
- LO2: To solve ethical conflicts on international environment.
- LO3: To make a critical reflection about responsibility, respect and multiculturalism.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS2, BS4, BS5, CS16, CS17	LO1: To understand concepts related to the application of ethical and deontological criteria on an international framework.
BS2, BS3, BS4, BS5, CS12, CS13, CS16, CS17, SS4, SS13, SS19, SS20	LO2: To solve ethical conflicts on international environment.
BS2, BS3, BS4, BS5, CS13, CS15, CS16, CS17, SS13, SS14, SS19, SS20	LO3: To make a critical reflection about responsibility, respect and multiculturalism.
BS2, BS4, BS5, CS16, CS17	LO1: To understand concepts related to the application of ethical and deontological criteria on an international framework.

4. CONTENT

Unit 1. Introduction to Ethics. Fundamentals of anthropology and ethics.

Unit 2. Historic evolution of Ethics in western countries through approaches to ethical decision-making.

Unit 3. Ethics applied to international economic activity and international businesses.

Unit 4. Corporate Social Responsibility. New approaches to CSR on globalized economy. Present questions.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class
- Project-based learning
- Simulation environments
- Problem-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Problem solving	25 h
Role playing	25 h
Debates	10 h
Case Analysis	20 h
Research	10 h
Lectures	10 h
Evaluation activity	10 h
Individual work	30 h
Tutorials	10 h
TOTAL	150 h

7. ASSESSMENT

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade:

Assessment system	Weight
Written assignments and reports	25%
Oral presentations	25%
Exams	50%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	4-5 th week
Activity 2	8 th week
Activity 3	12 th week
Activity 4	14 th week
Activity 5	9 th and 14 th /15 th weeks

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- Goodpaster, K. E. (2015). *Business Ethics*. Willey Encyclopedia of Management.
- Crane, A. & Matten, D. (2015). *Business Ethics. Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press. New York, USA.
- Fitzgerald, N. & Cormac, M. (2006). "The role of business in society. An agenda for action". Report, November, (*The conference board, a joint initiative of Harvard University's Kennedy School of Government and The International Business Leaders Forum*).
- Friedman, M. (1970). "The social responsibility of business is to increase its profits". *New York Times Magazine*, 13, pp. 122–124.

- Wang, W. (2016). "Corporate Social Responsibility. An overview and new research directions". *Academy of Management Journal*, 56 (2), pp. 534 – 544.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.