

1. BASIC INFORMATION

Course	International Business Ethics
Degree program	International Business
School	Social Sciences and Communication
Year	Fourth
ECTS	6 ECTS
Credit type	Compulsory
Language(s)	English
Delivery mode	On-Campus
Semester	S7
Academic year	2023/2024
Coordinating professor	Ayat Bakri
Professor	Gloria Canales

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 competencies:

- 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 competencies:

- 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 competencies:

- 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 multiculturality.

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
BS2, BS3, BS4, BS5, CS12, CS13, CS16, CS17, SS4, SS13, SS19, SS20	LO2
BS2, BS3, BS4, BS5, CS13, CS15, CS16CS17, SS13, SS14, SS19, SS20	LO3

4. CONTENT

- Historical evolution of ethics in western countries. Ethics in the classical world: Socrates, Plato, Aristotle, Illustration and Modernity. Ethics in contemporary thought.
- Fundamentals of anthropology and ethics
- Ethics applied to international economic activity and international businesses. Human action. Areas of action and social responsibility. Notions of ethics in the economy and transnational businesses.
- Corporate Social Responsibility. Deontological codes. New approaches to CSR in the global economy. Current issues

5. TEACHING-LEARNING METHODOLOGIES

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

- Master class
- Case study analysis
- Project-based Learning
- Problem-based Learning
- Simulation environments

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
Master classes	10 h

Tutoring	10 h
Formative assessment	10 h
Problem solving	25 h
Case studies	20 h
Autonomous work	30 h
Debates and colloquia	10 h
Role Playing	25 h
Projects and research	10 h
TOTAL	150h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Comprehensive knowledge exams	50%
Written reports	25%
Oral presentations	25%

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 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 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	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

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

9. BIBLIOGRAFÍA

The main reference works for this subject is:

- 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. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.