

## TEACHING GUIDE

| Course information |   |
|--------------------|---|
| Full name          | Business Ethics, Sustainability and CSR   |
| Code               | 0000012188  |
| Title              | <a href="#">Máster Universitario en Gestión de Talento / Master in Talent Management por la Universidad Pontificia Comillas</a> |
| Taught in          | Máster Universitario en Gestión de Talento / Master in Talent Management  |
| Level              | Official Postgraduate Master  |
| Term               | Quaterly  |
| Credits            | 3,0 ECTS  |
| Type               | Mandatory   |
| Person in Charge   | Consuelo Benito   |
| Office hours       | Continuous availability via email   |

| Professor information |                                   |
|-----------------------|-----------------------------------|
| Professor             |                                   |
| Name                  | Consuelo Benito                   |
| Department / Area     | Advantere                         |
| Office                | Continuous availability via email |
| Email                 | c.benito@advantere.org            |

## SPECIFIC DATA OF THE COURSE

### Contextualization of the course

### Contribution to the professional profile of the degree

A characteristic feature of training in Human Resources is its general nature. And a clear reflection of it is the extraordinary breadth of professional activities that this profile can access. From this perspective, professional practice demands the challenge of knowing how to contribute their effort and knowledge in contexts where they will inevitably and daily be faced with dilemmas and implications of a professional ethical nature, which will not only affect them personally, but will also have consequences beyond their own lives. To deal with these situations, a mere ethical sensitivity is not enough, which sometimes translates into assessments resulting from mere uncritical coercive intuitions. On the contrary, they must be able to perceive the ethical implications of the situations they face and the consequences that may follow from their decisions, in order to assume them responsibly. And this from the perspective of the rational and well-founded justification of its ethical criteria and assessments. For all these reasons, together with specific training in their specialties, it is essential that future professionals be trained to know how to approach the ethical implications of their activity in a solvent and responsible manner.

Likewise, the Human Resources professional must be able to understand the influence that the global sustainability paradigm can have on the role that companies play in society and on the way in which they are managed. They must also know how to connect Ethics and CSR with elements such as People Management in the Organization, knowing the main ethical and social responsibility problems, and rationally arguing their own opinions and positions.

| Competences – Goals |  |            |  |
|---------------------|--|------------|--|
| Competences         |  |            |  |
| GENERAL             |  |            |  |
| <b>CG5</b>          | Ethical commitment in the application of universal moral values and of the organization in the face of ethical dilemmas and corporate social responsibility in the management of Human Resources.  |            |  |
|                     | <table border="1"> <tr> <td><b>RA5</b></td> <td>Ability to make decisions and guide the actions of others around the common good, inculcate values, organize resources and address ethical dilemmas in talent management from different perspectives and implementing sustainable solutions.</td> </tr> </table> | <b>RA5</b> | Ability to make decisions and guide the actions of others around the common good, inculcate values, organize resources and address ethical dilemmas in talent management from different perspectives and implementing sustainable solutions. |
| <b>RA5</b>          | Ability to make decisions and guide the actions of others around the common good, inculcate values, organize resources and address ethical dilemmas in talent management from different perspectives and implementing sustainable solutions.   |            |  |

| SPECIFIC    |  |            |   |            |   |            |  |
|-------------|--|------------|---|------------|---|------------|--|
| <b>CE12</b> | Know and apply the principles that allow efficient team leadership in the field of talent management, from integrity and ethical commitment.   |            |   |            |   |            |  |
|             | <table border="1"> <tr> <td><b>RA1</b></td> <td>Specify the qualities of the leader of an organization, recognize and apply the mechanisms of the leader to develop their collaborators in any type of context.</td> </tr> <tr> <td><b>RA2</b></td> <td>Lead, manage and develop people from an ethical and sustainable commitment.</td> </tr> <tr> <td><b>RA3</b></td> <td>Recognize the opportunity to develop social entrepreneurship</td> </tr> </table> | <b>RA1</b> | Specify the qualities of the leader of an organization, recognize and apply the mechanisms of the leader to develop their collaborators in any type of context. | <b>RA2</b> | Lead, manage and develop people from an ethical and sustainable commitment. | <b>RA3</b> | Recognize the opportunity to develop social entrepreneurship |
| <b>RA1</b>  | Specify the qualities of the leader of an organization, recognize and apply the mechanisms of the leader to develop their collaborators in any type of context.  |            |   |            |   |            |  |
| <b>RA2</b>  | Lead, manage and develop people from an ethical and sustainable commitment.  |            |   |            |   |            |  |
| <b>RA3</b>  | Recognize the opportunity to develop social entrepreneurship   |            |   |            |   |            |  |

## THEMES AND CONTENT

| Contents-Themes   |
|---|
|   |
| <b>Ethics</b>   |
| <p>Economic and cultural paradigms of our time</p> <p>Concept and anthropological foundation of professional ethics</p> <p>Ethical responsibility in decision-making before the different stakeholders of the company</p> <p>Ethical dilemmas</p> <p>Deliberative framework</p> |
| <b>Sustainability</b>   |
| <p>Definition and history</p> <p>Social, Environmental and Economic Sustainability</p> <p>Triple income statement</p> <p>Sustainable investment</p> <p>Circular economy</p> <p>Sustainability challenges</p> <p>Integral ecology</p> <p>Social impact</p>                       |
| <b>Corporate Social Responsibility</b>  |
| <p>Management of interest groups</p> <p>Institutionalization of Corporate Social Responsibility Shared</p> <p>Value strategy</p> <p>Intangible assets and resources</p> <p>Impact measurement</p> <p>Certifications</p>   |



**TEACHING METHODOLOGY****General methodological course aspects****Presential Methodology: Activities**

Master Classes: Using the master class methodology, the professor will offer a theoretical and conceptual framework of the discipline and of each topic, emphasizing the fundamental aspects and elements for its understanding.

Analysis of Questions and Cases: In some of the sessions, situations or questions will be analyzed that allow the application of aspects indicated in the theory and that favor the development of argumentative capacity, analysis, synthesis and the development of moral reasoning.

Analysis of Questions and Cases in groups: Analogous to the previous one, but carried out in small groups to facilitate a more intense dialogue between the students.

Case Presentations prepared by students individually or in groups, inside or outside the classroom.

**Non-presential Methodology: Activities**

Single study.

Individual reading of different types of texts (cases, books, magazines, articles, press, Internet publications, reports on practical experiences, etc.) related to the study courses.

**Cooperative work of students who, in small groups, receive a task that requires sharing information and resources among members with a view to achieving the common goal.**

## SUMMARY OF HOURS OF WORK OF THE STUDENT

| PRESENTIAL HOURS     |  |  |                            |                   |  |
|----------------------|--|--|----------------------------|-------------------|--|
| Professor Exposition | Student exhibition. Debates and group dynamics | Exercises and problem solving. Elaboration of applied work | Analysis and documentation | Tutorial sessions | Development of real projects for organizations |
| 4                    | 14   | 9  | 0                          | 1,5               | 1,5  |
| NON-PRESENTIAL HOURS |  |  |                            |                   |  |
| Professor Exposition | Student exhibition. Debates and group dynamics | Exercises and problem solving. Elaboration of applied work | Analysis and documentation | Tutorial sessions | Development of real projects for organizations |
| 0                    | 0  | 35   | 27                         | 1                 | 4  |

ECTS CREDITS: 3,0 (97,00 hours)





## EVALUATION AND GRADING CRITERIA

| Graded Activities   | Evaluation Criteria   | % of Total Grade |
|---|---|------------------|
| <p>Evaluation of the individual or collective works carried out by the students, some of them presented in class.</p>                             | <p>Adequacy of the work to the objectives set</p> <p>Delivery on time</p> <p>Adaptation and orientation to the objectives.</p> <p>Results achieved. Deadlines.</p> <p>The participation of ALL the members of each team in the presentations and elaborations is necessary.</p>   | <p>30</p>        |
| <p>Carrying out oral and written exams, public defenses and multiple choice tests, concept tests and resolution of practical cases as an exam</p> | <p>At the end of the program an exam will be held. In order to pass the course, the minimum result of the exam must be 4.5 as a necessary condition to pass the course.</p>   | <p>50</p>        |
| <p>Participation and use of classes</p>   | <p>When we talk about participation, it is clear that the positives and the negatives are counted and that the quality of participation is as important as the quantity. The students' participation in class, the quality and opportunity of their interventions, the quality in the preparation and presentation of the works, predisposition and commitment, initiative, attendance.</p> | <p>20</p>        |

**Grades**

The evaluation criteria of the course are governed by the following regulations:

1. All students must comply with 100% attendance on the days set for this course. Any absence must be justified.
2. The final mark corresponds to the sum of the evaluation activities, evaluation criteria and weight described in the Evaluation and Qualification Criteria section.
3. Individual and group work must be delivered on time and in the manner provided by the course professor.
4. A final mark below 5 implies the completion of an extraordinary test. The final grade in this exam may not be higher than the median of those approved in the ordinary call.

**Evaluation criteria to apply to the second enrollment**

The student enrolled in the course for the second year must comply with the individual and group tasks set by the professor of the course. The same evaluation criteria expressed in the Evaluation and Qualification Criteria section will be maintained.

For those circumstances not foreseen in this Teaching Guide, the Advantere School of Management Regulations and the Comillas General Regulations will apply.

## BIBLIOGRAPHIES AND RESOURCES

### Basic Bibliographies

- ♦ Basic reference manuals:
- ♦ CAMACHO LARAÑA I., FERNÁNDEZ FERNÁNDEZ J.L., MIRALLES MASSANÉS J., GONZÁLEZ FABRE, R., *Ética y Responsabilidad Empresarial*, Desclée de Brouwer, Bilbao, 2013.
- ♦ CRANE, A. & MATTEN, D., *Business Ethics* (4th Ed.), Oxford University Press, New York, 2015.
- ♦ GONZÁLEZ FABRE, R., *Ética y economía*, Desclée de Brouwer. Bilbao, 2005.
- ♦ ETXEBERRÍA, X., *Temas Básicos de Ética*. Desclée de Brouwer. Bilbao, 2002.
- ♦
- ♦
- ♦
- ♦

### Further reading

Throughout the course, both bibliographical references and articles or other materials of interest that are being published will be provided.

In compliance with current regulations regarding the **protection of personal data**, we inform you and remind you that you can consult the aspects related to privacy and data protection that you have accepted in your registration by entering this website and pressing "download".

[https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA6F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA6F4A81663AD10CED66792)