VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject

Code	35134
Name	Professional ethics and social corporate responsibility
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	26 - Business management II	Optional

Coordination

Name	Department
CASAÑ PEREZ-SERRANO, CARLOS ALBERTO	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The areas of Professional Ethics and Corporate Social Responsibility have become in recent yearsmatters of special importance. Thus, business schools, and practically all universities around the world,incorporate these disciplines in their programs because they understand that they constitute a keydimension to ensure the sustainability of the company in the long term. Although there are severalaspects that have contributed to the takeoff of a conception of the company based on ethics and socialresponsibility, it can be said that the economic recession of the early nineties, financial scandals and badcorporate governance practices they provoked the crisis of the business model that predicts as anexclusive objective the maximization of the economic benefit and, therefore, of the value for the ownersshareholders.The company begins to be understood as a social entity that must have a responsiblebehavior based on solid ethical and social principles. This implies the satisfaction of needs and thecreation of wealth not only for their legal owners, but for all groups involved in their task or stakeholders(employees, shareholders, customers, suppliers, competitors, social agents, public administration, etc.).This conception implies the adoption of corporate social responsibility criteria in the management of thecompany, which must be supported by solid ethical foundations.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

There are no other necessary requirements prior to doing this module.

OUTCOMES

1317 - Degree in Tourism

- Lead and manage the different types of tourism entities.
- Plan and manage the human resources of tourism organisations.
- Have initiative and entrepreneurial spirit.
- Demonstrate motivation for quality.

LEARNING OUTCOMES

The learning results of this subject are the following:

1. Being able to use databases and other sources of information to perform analyzes.
2. Being able to present and defend in public with professionalism the results of works and investigations.
3. Being able to submit written reports on studies and research.
4. Being able to assume an ethical behavior in the development of professional activity.
5. Being able to identify the ethical dimension of any managerial decision, and its relationship with technical and economic dimensions.
6. Being able to make decisions applying ethical standards of conduct in real professional environments.
7. Being able to promote attitudes, behaviours and ethical habits within the organizations: good practices.
8. Being able to diagnose the ethical quality of organizations and understand their practical implications: trust.
9. Being able to design Corporate Social Responsibility (CSR) practices of ethical quality.

DESCRIPTION OF CONTENTS

1. Business Ethics

Theme 1 is an introduction to this subject, and addresses issues such as: what is meant by ethics, and ethical theories; what is not ethics in business organizations, the relationship between organizational ethics and other fields of knowledge.

2. Ethics and excellence in work

In theme 2 the basic concepts of ethics applied to the tourism business are studied in detail on three levels: ethics and work, ethics and work in senior management, and finally, ethics and work at the intermediate levels of the organization.

3. Ethics in decision making

In topic 3 the place of ethics in the decision-making processes, the ethical standards of conduct that influence these processes and the moral qualities or virtues that are required in the framework of the practice of ethical behaviours is described.

4. Ethics in directive action and human behaviour

Theme 4 analyses the anthropological foundations of the ethical dimension in human behaviour, personal ethical responsibility and the incidence of ethics in human motivation.

5. Ethics and human motivations

In topic 5 the consequences of ethical behaviour on leadership in organizations are exposed, for this reason the ethical roots of leadership and the "personal ethical quality" are analysed in detail as the root of managerial leadership and source of trust and organizational commitment.

6. Ethics and leadership

In topic 6 we move from the individual analysis to the organizational analysis, and we study the aims pursued and the means used by organizations with ethical quality, among which is Social Responsibility.

7. The Social Responsibility of the Tourism Enterprise and its ethical quality

Topic 7 addresses issues related to Corporate Social Responsibility from a more pragmatic than ethical approach, and from the point of view of the current social debate about the concept. Special emphasis will be placed on its impact on the tourism sector.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Development of group work	15,00	0
Study and independent work	12,50	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	15,00	0
TOTAL	112,50	

TEACHING METHODOLOGY

The course, with an eminently practical methodology, AIMS to familiarize students with topics in which management and ethics meet daily. To do sonido, role-playing, the method of the case and the discussion of real casas taken to the cine would be used. It is intended to teach students to face situations that occurre in fact in the tourism sector miedo: the payment of commissions, extortion, the use of privileged information. But, what is more Importante, these Sesiones pretend to consolidate basic Notion for management such as: the importance of ethics in the construction of organizational trust, the practical implicaciones of management liderazgo based on ethics, oro the creation of a compañero culture of ethical quality and at the service of society.In the Theoretical clases, the main Conceptos included in each subject of the subject will be explained, applying the flexible and participatory master lesson modelo. The use of this methodology is appropriate because it Allows the teacher to influence the most Importante aspects of each topic, presenting the approach Considered appropriate to work the subject. However, it is necessary to note that, in the time available, it is not posible tono exhaustively deal with all aspects of each topic. Therefore, it is essential that the student devotas an average of two hours to prepare the corresponding topic from the bibliography and the materiales that will be provided.The practical clases aim to foster students 'capacity for reasoning and analysis, as well as the acquisition of habits, but also to solve the weak points in the assimilation of the most Importante Conceptos of the subject. This type of class requires their active participation through their intervention in the Sesiones, and the Realization of the proposed exercises oro activities. The student must Dedicate three hours of preparation to the week of the subject matter of the practical class.

EVALUATION

The evaluation will include three blocks: an exam at the end of the course, the individual participation in the sessions, supported by the personal study and the presentation of a project prepared as a team (non-recoverable activity). Below are the percentages and requirements necessary to obtain the different grades that the students intend to obtain in this block.

3. Final exam 60%*
4. 10% participation (recoverable activity)
5. Team work 30% (non-recoverable activity)

APPROVED

Pass the theoretical exam with at least a 5 out of 10, and deliver all practices, individually and as a team.

REMARKABLE

Along with the fulfilment of the requirements to obtain the approved, a participation worthy of mention * in all classes.

OUTSTANDING

Students who meet the requirements to obtain a noteworthy and whose teamwork obtain the rating of outstanding will be worthy of the outstanding.

MATR. HONORARY

Student who, having obtained an outstanding reputation, stands out for the excellence of his work and participation. At the discretion of the teacher always.

* For participation worthy of mention will be understood those that are: reflective (reasoned, that contribute or help, original), timely (connected with the discussion and text), precise (using correct concepts) and concise.

REFERENCES

Basic

- "Ética en las organizaciones. Construyendo confianza". Guillén, Manuel. Prentice-Hall, Pearson. Madrid (2006, 89ª reimpresión 2018).

Additional

- "Creating Better Human Motivation Theories for Personal Flourishing in Organizations". Guillén, Manuel. In Personal Flourishing in Organizations.
Editors: Mercado, Juan A. (Ed.), Springer (2018).

- "La Empresa Ética y Responsable". (2011) Bañón, A; Guillén, M. y Ramos, N. Universia Business Review. 2º Trimestre, págs. 32-43.

- Rethinking the Concept of Sustainability. Bañón Gomis, A. J.; Guillén Parra, M.; Hoffman, M. W.; Mcnulty, R. E. (2011). Business and Society Review. Vol. 116, Issue: 2, pp. 171-191.

- "Organizational Commitment: A Proposal for a Wider Ethical Conceptualization of Normative

Commitment". González, TF & Guillén, M. Journal of Business Ethics, Vol.78, pp. 401-414, 2008.

- European vs. American approaches to institutionalisation of business ethics: the Spanish case. Guillén, M.; Melé, D. & Murphy, P. Business Ethics: A European Review, Vol 11, nº 2, pp. 167-178, April 2002.

- "Leadership ethical dimension: a requirement in TQM implementation?". González, T.F & Guillén, M. The TQM Magazine, Vol. 14, nº 3, 2002.

- "Ethical dimension of managerial leadership. Two explanatory case studies in TQM". Guillén, M. & González, T.F. Journal of Business Ethics, Vol 34, pp. 175-189, December 2001.

Junto a estas referencias, se pondrá a disposición de los estudiantes en el aula virtual el material necesario para cada sesión.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. Contents

Initially, the contents initially collected in the original Teaching Guide are maintained. If necessary, the contents could be reduced in terms of topics.

2. Volume of work and temporary planning of teaching

Maintaining the volume of work set out in the original Teaching Guide, and maintaining, in any case, the days and hours scheduled

3. Teaching methodology

In case of need, teaching will be online in theory classes. While it will be face-to-face in the practical classes. Online teaching entails:

1. BBC videoconference (or other systems like Skype, Team, or Zoom)

2. Solved problems / exercises (practical classes)

3. Team project development

4. Tutorials by videoconference under different systems to adapt to the students and their preferences (BBC, Skype, Team, Zoom,…)

4. Evaluation

In this case, the percentages for the evaluation would be the following:

1.- The final exam 40%

2.- 30% stake (recoverable activity)

3.- Teamwork 30% (non-recoverable activity)

QUALIFICATION and REQUIRED REQUIREMENT: the one that is reflected in the original Teaching Guide

5. Bibliography

There are no modifications.