



Universidad
de Navarra

Business Ethics and Sustainability_20

Guía docente 2023-24

INTRODUCTION

Brief description:

The objective of the course is to introduce the student to the controversial world of ethics and sustainability in business. After a very brief review of decision-making in the human being and some basic ethical principles, the main ethical dilemmas that arise in the company's relationship with internal stakeholders (shareholders) will be discussed through the discussion of practical cases in class. and workers), with external parties (customers, suppliers and society), with the environment and the legal environment. The appropriate approach to the responsibility that the company has towards these interest groups will depend on the sustainability of the company, and its authentic contribution to the environment in which it operates.

- **Titulación:** Grado Ade
- **Módulo/Materia:** Módulo 2: Organización de Empresas /Materia 2.2.: Gestión Aplicada
- **ECTS:** 6
- **Curso, semestre:** 4th year/ 8th semester
- **Carácter:** OB
- **Profesorado:** Alejo José G. Sison
- **Idioma:** English
- **Aula, Horario:** Wednesdays, 12-1:30 pm, A10, Edificio de Amigos; Thursdays, 8-9: 30 am, B1, Edificio de Amigos.

- **Titulación:** Grados Eco
- **Módulo/Materia:** Módulo 4: Contexto Humanístico. Materia 4.2: La economía en su contexto humanístico.
- **ECTS:** 6
- **Curso, semestre:** 4th year/ 8th semester
- **Carácter:** OB
- **Profesorado:** Alejo José G. Sison
- **Idioma:** English
- **Aula, Horario:** Wednesdays, 12-1:30 pm, A10, Edificio de Amigos; Thursdays, 8-9: 30 am, B1, Edificio de Amigos.

COMPETENCIES

Competencies for ADE



CB4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado	x
CE10	Analizar los problemas éticos de las decisiones empresariales.	x

Competencies for Eco:

BC4	Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.	x
GC3	To coherently reason and present their own opinions in oral contexts and/or when writing texts on economics.	x
GC6	To be familiar with the different contexts in which their work is carried out: the circumstances, markets and historical, legal or human context.	x
SC4	To understand the ethical dimension of professional practice in economics and/or business.	x

PROGRAM

Topic 1: Introduction

Topic 2: Personal ethics



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Topic 3: Ethical and sustainable conceptions of the company and corporate governance policies

Topic 4: The ethics of business organization

Topic 5: Social ethics

EDUCATIONAL ACTIVITIES

Lectures

Group work and presentations

Case discussions

ASSESSMENT

Assessment	Percentage
Individual and/or group work	30%
Continuous assessment + class attendance & participation	30%
Final exam	40%

The final exam accounts for 40% of the grade, the group presentation, 30%, and participation in class discussions, 30%. But first, you have to at least get a 5 in the final exam.

If the special June exam is the only basis for the final grade, a result of 8/10 is needed to pass (i.e., a 5 as a final grade).

Laptops and tablets are not allowed in class as they do more harm than good (<https://www.scientificamerican.com/article/students-are-better-off-without-a-laptop-in-the-classroom/>). Should you need to use them, ask for the professor's permission.

OFFICE HOURS



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Mondays, from 9-10 am in room 2040. Otherwise, write me an e-mail (ajsison@unav.es) to request for an appointment.

E-mail policy: Queries should be brief and ideally, answerable by a "yes" or "no". Beyond that, request for an appointment. Do not expect responses outside office hours, during week-ends or holidays. Questions about class schedules, exam dates and venues should be clarified by visiting the corresponding webpages. The professor reserves the right to answer these and other requests for information that have already been explained in class.

BIBLIOGRAPHY AND RESOURCES

Bibliography

Books

Sison, Alejo José G. *The Moral Capital of Leaders. Why Virtue Matters*, Cheltenham, UK /Northampton, MA, USA, Edward Elgar, 2003. [Localízalo en la biblioteca.](#)

Sison, Alejo José G. *Corporate Governance and Ethics. An Aristotelian Perspective*, Cheltenham, UK/Northampton, MA, USA, Edward Elgar, 2008. [Localízalo en la biblioteca.](#)

Sison, Alejo José G. *Happiness and Virtue Ethics in Business. The Ultimate Value Proposition*. Cambridge: Cambridge University Press, 2015. [Find it in the library.](#)

Sison, Alejo José G. *et al. Business Ethics. A Virtue Ethics and Common Good Approach*, London/ New York, Routledge, 2018. [Find it in the library.](#)

Articles

Kim, T.W., Maimone, F., Pattit, K., Sison, A.J.G., and Teehankee, B. "Master and Slave: The Dialectic of Human-Artificial Intelligence Engagement", [Humanistic Management Journal](#) (2021) 6:355-371. (DOI: 10.1007/s41463-021-00118-w).

Sison, A.J.G. and Redín, D.M. "A neo-aristotelian perspective on the need for artificial moral agents (AMAs)", [AI & Society](#) (2021). (DOI: [10.1007/s00146-021-01283-0](https://doi.org/10.1007/s00146-021-01283-0)).

Sison, A.J.G., Daza, M.T., Gozalo-Brizuela, R. & Garrido-Merchán, E.C. "ChatGPT: More Than a "Weapon of Mass Deception" Ethical Challenges and Responses from the Human-Centered Artificial Intelligence (HCAI) Perspective," *International Journal of Human-Computer Interaction*, 2023. DOI: 10.1080/10447318.2023.2225931; <https://doi.org/10.1080/10447318.2023.2225931>)

[Course on the Foundations of Humane Technology](#) (from the Center for Humane Technology) **FOR DATA ANALYTICS MAJORS**

Other materials may also be provided ("Contenidos" folder) as the course progresses.