

**COURSE DATA****DATA SUBJECT**

Code: 35134
Name: Professional ethics and social corporate responsibility
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Business management II	ELECTIVES

COORDINATION

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SUMMARY

The areas of Professional Ethics and Corporate Social Responsibility have become in recent years matters 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 key dimension to ensure the sustainability of the company in the long term. Although there are several aspects that have contributed to the takeoff of a conception of the company based on ethics and social responsibility, it can be said that the economic recession of the early nineties, financial scandals and bad corporate governance practices they provoked the crisis of the business model that predicts as an exclusive objective the maximization of the economic benefit and, therefore, of the value for the owners/shareholders. The company begins to be understood as a social entity that must have a responsible behavior based on solid ethical and social principles. This implies the satisfaction of needs and the creation 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 the company, 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.

COMPETENCES / LEARNING OUTCOMES

1317 - Degree in Tourism

Demonstrate motivation for quality.

Have initiative and entrepreneurial spirit.

Lead and manage the different types of tourism entities.

Plan and manage the human resources of tourism organisations.

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

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	15,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	22,50
Preparation of lessons	15,00
Preparation for assessment activities	0,00
Resolution of case studies	15,00
Total hours	67,50

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 cases taken to the cinema would be used. It is intended to teach students to face situations that occur in fact in the tourism sector: 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 actividades. The student must Dedicate three hours of preparation to the week of the subject matter of the practical class.

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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.

1. Final exam 60%*
2. 10% participation (recoverable activity)
3. 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.

concise.

REFERENCES

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