

1. Key Information		
Module Code: 13588	Module Title: Entrepreneurship Ethics & Values	
Credit Points: 4	Module Status: Compulsory	Module Block: Business and Management
Course Title: BSc in Engineering and Management		Module Theme: Business management

2. Lecturer:	Antonio Lastra / Igor Fernández Plazaola	Tutorial Hours:	Tuesday 12:00/14:00 · by appointment
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3. Required Reading:	
ETHICS & VALUES	
Classical reading	
<i>Walden - 1854</i>	<i>Henry David Thoreau, Princeton University Press 2004</i>
<i>The burrow - 1924</i>	<i>Franz Kafka, the modern library, NY, 1993</i>
<i>Buddenbrooks. The decline of a family - 1901</i>	<i>Thomas Mann, Vintage, NY- 1993</i>
<i>The Protestant Ethic and the Spirit of Capitalism - 1904</i>	<i>Max Weber, Routledge, London 1992</i>
Further reading	
<i>Ethics in the conflicts of modernity. An essay on desire</i>	<i>Alasdair Macintyre, Cambridge University Press 2016</i>
<i>Virtue at work. Ethics for individuals, manager and organizations</i>	<i>Geoff Moore, Oxford university Press 2017</i>
<i>An Inquiry into the Philosophical concept of Scholê</i>	<i>Kostas Kalimtzis, Bloomsbury, London 2017</i>
ENTREPRENEURSHIP	
<i>Business Model Generation</i>	<i>Alexander Osterwalder, Yves Pigneur - John Wiley & Sons, 2013</i>
<i>Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation</i>	<i>Patrick van der Pijl, Justin Lokitz, Lisa Kay Solomon, Erik Van der Pluijm, Maarten Van Lieshout - John Wiley & Sons, 2016</i>
<i>The Lean Startup: How Constant Innovation Creates Radically Successful Businesses: How Relentless Change Creates Radically Successful Businesses</i>	<i>Eric ries - Portfolio Penguin, 2011</i>
<i>The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets</i>	<i>Brant Cooper, Patrick Vlaskovits - John Wiley & Sons, 2016</i>
<i>Designpedia</i>	<i>Gasca Rubio, Juan José, Zaragoza Alvaro, Rafael Felix - LID editorial empresarial, 2014</i>
<i>Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant</i>	<i>W. Chan Kim, Renee A. Mauborgne - Harvard Business School Press, 2015</i>

4. General overview of the module
<p>Today our world is facing important challenges that affect everyone life: climate change, extreme poverty, international security, peaceful intercultural relations, increase competitiveness for scarce resources, etc. Dealing with these situations demands the contribution of every actor (person or institutions) and at every level: local, regional, national and international. Epecially companies and the world of business have to get involved in this task for two reasons: one is because they are one of the principal actors responsible for this situation, and second because they have the power to make a powerful contribution to solve them. Entrepreneurship and Ethics is a clue value for future managers in today corporations.</p> <p>The aim of the course is to train engineering students to manage the ethical dimension and professional responsibility of engineering.</p> <p>To obtain the general aim we will present, discuss and develop concepts, ideas and processes for managing entrepreneurship and ethics in organizations. The specifics objectives of this curse are:</p> <ul style="list-style-type: none"> - To be aware of the relevance of ethics and social Responsibility in business - To be able to identify and analyze the main ethical problems in business - To know the impact of ethical values in decision making - To know the main concepts and processes for developing the Corporate social responsibility in business. - Entrepreneurship culture - Main tools to implement innovation into corporations

5. Recommended prior knowledge
Not required, but a critical spirit will be helpful.

6. Module objectives – Learning outcomes	
Basic and general competences	
04 - Learning how to analyze the different issues interacting in the corporative decision making	
06 – Ability to make decisions in a certain and uncertain business environments	
CB3 – The ability of students to gather and interpret relevant data (usually within their study area) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.	
Specific competences	
03 – Plan the implementation of business strategies	
04 - Understand the reason for being and the functioning of companies, as well as their systemic nature and the processes and implications linked to their development and growth.	
08 – Project management with clear organizational structure and functions of a company knowledge.	
09 - Define the potential of companies to meet the customer needs.	

7. Teaching and learning units	
Unit	Schedule
<i>How to get out of the burrow: A Kafkaian introduction to Ethics</i>	1
<i>The language of Ethics: From here to eternity</i>	2
<i>Scholê and ascholia, optium and nec-otium, culture and “magno labore”</i>	3
<i>Economy of living which is synonymous with philosophy: Thoreau’s economy at Walden</i>	4
Society satisfaction and needs analysis I	
<i>A literary entrepreneurship: Thomas Mann’s Buddenbrooks</i>	5
<i>Back from eternity: Max Weber and the spirit of capitalism</i>	6
<i>Applied Ethics: The application of normative theories to practical moral problems</i>	7
<i>Ne quid res private detrimenti caperet: Individuals</i>	8
<i>To act collectively is according to the spirit of our institutions: Shared values</i>	9
Corporate Ethics + Social Corporate Responsibility	
<i>Organizations and Ethics</i>	10
Entrepreneurship culture	
<i>Entrepreneurship ideation</i>	11-12
<i>Innovation processes, Design thinking + Creativity</i>	13-14-15
<i>Business models</i>	16-17-18
Society satisfaction and needs analysis II	
<i>Business model assesment</i>	19-20

8. Teaching and learning methods							
Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Classroom)	Practical (ICT)	Self-guided study	TOTAL HOURS
1	1	1				3.5	
2	1	1				3.5	
3	1	1				3.5	
4	1	1				3.5	
5	1	1				3.5	
6	1	1				3.5	
7	1	1				3.5	
8	1	1				3.5	
9	1	1				3.5	
10	1	1				3.5	
11	8	8				28	
12	2	2				7	
TOTAL HOURS	20	20				70	

9. Assessment		
Overview	Nº of activities	Weighting (%)
Continuous assessment		
Academic assignments (oral defense -case study)	Max 4	40%
Exams		
Synthesis test of open answers	1	40%
Multiple choice test	1	20%
<p><i>Student evaluation will consist of both continuous and summative assessments:</i></p> <ol style="list-style-type: none"> 1. <u>Continuous assessment</u>: The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark. 2. <u>Summative assessment</u>: These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark. <p><i>Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.</i></p> <p><i>In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.</i></p> <p><i>Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.</i></p> <p><i>Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.</i></p> <p><i>All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.</i></p>		