1. Key Information

<table>
<thead>
<tr>
<th>Module Code: 13588</th>
<th>Module Title: Entrepreneurship Ethics &amp; Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Points: 4</td>
<td>Module Status: Compulsory</td>
</tr>
<tr>
<td>Course Title: BSc in Engineering and Management</td>
<td>Module Block: Business and Management</td>
</tr>
<tr>
<td>Module Theme: Business management</td>
<td></td>
</tr>
</tbody>
</table>

2. Lecturer: Colin Donaldson, Ricardo Bonet

| Tutorial Hours: | Monday and Tuesday 13:00-14:00 (By request via email) |

3. Required Reading:

**ENTREPRENEURSHIP**

**Required Reading**

Entrepreneurship: the practice and mindset


The startup owner’s manual: The step-by-step guide for building a great company

Blank, S. and Dorf, B, K&S Ranch 2012

Business Model Generation

Osterwalder, A., and Pigneur, Y., John Wiley & Sons 2010

**Further Reading**

The Lean Startup: How Constant Innovation Creates Radically Successful Businesses: How Relentless Change Creates Radically Successful Businesses


The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets

Cooper, B., and Vlaskovits, P., John Wiley & Sons, 2013

Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant


Fundamentals of Entrepreneurial Finance

Da Rin, M., and Hellmann, T., Oxford University Press 2020

**ETHICS & VALUES**

**Required Reading**

Walden – 1854: Chapter 1 'Economy’

Henry David Thoreau, Princeton University Press 2004

The burrow – 1924

Franz Kafka, the modern library, NY, 1993

**Further Reading**

Buddenbrooks. The decline of a family – 1901

Thomas Mann, Vintage, NY 1993

The Protestant Ethic and the Spirit of Capitalism – 1904


Ethics in the conflicts of modernity. An essay on desire

Alasdair Macintyre, Cambridge University Press 2016

Virtue at work. Ethics for individuals, manager and organizations

Geoff Moore, Oxford university Press 2017

An Inquiry into the Philosophical concept of Scholê

Kostas Kalimtzis, Bloomsbury, London 2017

4. General overview of the module

The world that we live in today is facing important challenges that affect us all in our daily lives: climate change, extreme poverty, international security, peaceful intercultural relations, increased competitiveness for scarce resources, etc. Finding solutions to these challenges demands a multi-actor perspective (people and/or institutions) that transcends many different levels: local, regional, national and international. It is especially important for entrepreneurs; companies and the world of business to contribute. There are two main reasons for this:

1. They are amongst the principal actors responsible for this situation
2. They have the power to make a powerful contribution in finding positive solutions.

Entrepreneurial and ethical behaviours are fundamental values for future managers in today corporations. The aim of the course is to train engineering students to manage the ethical dimension and professional responsibility of engineering. The subject is divided into two main parts: (1) Entrepreneurship and (2) Ethics and Values with the general aim of presenting, discussing and developing concepts, ideas and processes for managing entrepreneurship and ethics in organisations. The specific objectives of this course are as follows:

**Part 1 (Entrepreneurship)**

- To have developed an entrepreneurial mindset understanding what it means to be entrepreneurial.
- To have applied a range of entrepreneurial tools and methods to generate novel value propositions.
- To know the main concepts and processes for developing Corporate Social Responsibility in business.
- To have developed novel business ideas with a sustainable focus (for example, related to the UN Sustainable Development Goals)
Part 2 (Ethics and Values)
- To be aware of the relevance of ethics and social responsibility in business and private life.
- To be able to identify and analyse the main ethical problems in business from the question about Ethics itself.
- To know the impact of ethical values in decision making

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

6. Module objectives – Learning outcomes

Basic and general competences
04 – To learn how to analyse elements that are crucial in the business decision-making.
06 - The ability to make decisions in different environments, whether stable or uncertain.
CB3 – To gain the ability to gather and interpret relevant data (within their field of study) and to issue judgments that include reflection on relevant social, scientific and ethical issues.

Specific competences
03 – To plan the implementation of business strategies
04 – To understand the functioning of companies, as well as the processes needed in their development and growth.
08 – Project management with a clear organisational structure and the functions of firm specific knowledge.
09 – To define a company’s potential to meet customer needs.

7. Teaching and learning units

Entrepreneurship
1. Entrepreneurial culture
   a. The mindset and lifestyle
   b. Entrepreneurial Thought and Action
   c. Business model breakdown

2. Finding a market through emotionally intelligent innovation
   a. Entrepreneurial Experimentation

Ethics and Values
3. The question about ethics: the big picture for a good life.
   a. On the foreground of the senses of Ethics / Plato’s cave.
   b. How to get out of the burrow: A Kafkian introduction to Ethics
   c. The language of Ethics: From here to eternity
   d. Scholê and ascholia, otium and nec-otium, culture and “magno labore”
   e. Economy of living which is synonymous with philosophy: Thoreau’s economy at Walden

4. Society satisfaction and needs analysis
   a. A literary entrepreneurship: Thomas Mann’s Buddenbrooks
   b. Back from eternity: Max Weber and the spirit of capitalism
   c. A new narrative I: Applied Ethics
   d. Acting collectively and institutions: Shared values and the sublime object of ideology

5. Corporate Ethics + Social Corporate Responsibility
   a. Organizations and Ethics – A chance to act in Europe as thought experiment

8. Teaching and learning methods

<table>
<thead>
<tr>
<th>Unit</th>
<th>Theory (Classroom)</th>
<th>Practical (Classroom)</th>
<th>Practical (Laboratory)</th>
<th>Practical (Classroom)</th>
<th>Practical (ICT)</th>
<th>Self-guided study</th>
<th>TOTAL HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>6</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>25</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td>17.5</td>
<td>27.5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td>14</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>3.5</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>TOTAL HOURS</td>
<td>20</td>
<td>20</td>
<td></td>
<td></td>
<td>70</td>
<td>110</td>
<td></td>
</tr>
</tbody>
</table>
## 9. Assessment

### Students enrolling for the first time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous assessment:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic assignment</td>
<td>The submission of practical work carried out individually.</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Academic assignment</td>
<td>Oral presentation and delivery of a task that demonstrates understanding of the entrepreneurial process.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td><strong>Synthesis tests:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-term exam:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple choice test</td>
<td>Students will be examined on the content covered within the part of the module related to entrepreneurship. The test will consist of multiple-choice questions whereby students will have to display their understanding of the core contents covered.</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Open response exam</td>
<td>Students will be examined on the content covered within the part of the module related to entrepreneurship. The exam combines both theoretical and practical contents. Students must elaborate their responses.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td><strong>Final exam:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open response exam</td>
<td>Students will be examined on the content covered within the part of the module related to Ethics and Values. The exam combines both theoretical and practical contents. Students must elaborate their responses.</td>
<td>1</td>
<td>30</td>
</tr>
</tbody>
</table>

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.

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 Synthesis tests.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in both synthesis tests and therefore the weighted mark of the synthesis tests must be equal to or be greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment. A final grade equal to or greater than 5 is needed to pass the module. If it is not met, the final grade after weighting will be a maximum of 4,5.

### Students enrolling for the second time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous assessment:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic assignment</td>
<td>The submission of practical work carried out individually.</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td><strong>Synthesis tests:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-term exam:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple choice test</td>
<td>Students will be examined on the content covered within the part of the module related to entrepreneurship. The test will consist of multiple-choice questions whereby students will have to display their understanding of the core contents covered.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Open response exam</td>
<td>Students will be examined on the content covered within the part of the module related to entrepreneurship. The exam combines both theoretical and practical contents. Students must elaborate their responses.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td><strong>Final exam:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open response exam</td>
<td>Students will be examined on the content covered within the part of the module related to Ethics and Values. The exam combines both theoretical and practical contents. Students must elaborate their responses.</td>
<td>1</td>
<td>40</td>
</tr>
</tbody>
</table>

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.
It is not compulsory to attend sessions. However, it is recommended so that the student can extract the most value from the module and effectively meet the learning requirements.

Continuous assessment is non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in both synthesis tests and therefore the weighted mark of the synthesis tests must be equal to or be greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment. A final grade equal to or greater than 5 is needed to pass the module. If it is not met, the final grade after weighting will be a maximum of 4,5.