

# TEACHING BUSINESS ETHICS

## WORKSHOP – JUNE 8<sup>TH</sup> 2018

SCHOOL OF ECONOMICS & BUSINESS | UNIVERSIDAD DE NAVARRA

**E**thics has gained widespread recognition as a core discipline of business, alongside fields such as leadership, finance, marketing, governance, compliance and human resources. As schools attempt to integrate ethics into their curricula, business ethics educators need a forum in which to discuss how to apply theory to practice.

The *Teaching Business Ethics Workshop* of the School of Economics and Business of the University of Navarra aims to respond to this need. It will also serve as the launch of the new textbook "Business Ethics: A Virtue Ethics and Common Good Approach" (Routledge 2018). Different chapter authors will be presenting their work and explain how it can be used in a classroom setting. There will be ample time for discussions.

### PROGRAM

9.30

Welcome

**Ignacio Ferrero** - Universidad de Navarra

9.45

Virtues and the Common Good in Leadership

**Marcel Meyer** - Universidad de Navarra

10.30

Virtues and the Common Good in Finance

**Marta Rocchi** - MCE Research Centre Pontifical University of the Holy Cross

12.15

Coffee Break

13.00

Virtues and the Common Good in Marketing

**Nuno Lopes** - Universidad de Navarra

14.00

Lunch

15.15

Virtues and the Common Good in Human Resources

**Javier Pinto Garay** - Universidad de los Andes

16.00

Practical Wisdom in Corporate Governance

**Matthias P. Hühn** - Universidad de Navarra

17.15

Confucian Traditions in Virtue Ethics

**Javier Cuervo** - University of Macau

18.00

Conclusions

**Alejo José G. Sisón** - Universidad de Navarra

20.30

Dinner

### INFORMATION

#### Date

Friday 8th June 2018

#### Location

School of Economics and Business Administration  
University of Navarra  
Amigos Building  
Room M01

#### Organization

Virtue Ethics in Business  
research group

veib@unav.es

#### Registrations

Please confirm your assistance  
before May 15<sup>th</sup> 2018

**Registration Fee: 50€**



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#TeachingBusinessEthics



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