

# TEACHING BUSINESS ETHICS

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

SCHOOL OF ECONOMICS & BUSINESS | UNIVERSIDAD DE NAVARRA

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**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.

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### PROGRAM

9.30

Welcome

**Ignacio Ferrero** - Universidad de Navarra

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9.45

Virtues and the Common Good in Leadership

**Marcel Meyer** - Universidad de Navarra

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10.30

Virtues and the Common Good in Finance

**Marta Rocchi** - Pontifical University of the Holy Cross

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12.15

Coffee Break

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13.00

Virtues and the Common Good in Marketing

**Nuno Lopes** - Universidad de Navarra

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14.00

Lunch

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15.15

Virtues and the Common Good in Human Resources

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

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16.00

Practical Wisdom in Corporate Governance

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

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17.15

Confucian Traditions in Virtue Ethics

**Javier Cuervo** - University of Macau

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18.00

Conclusions

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

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20.30

Dinner

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### INFORMATION

#### Date

Friday 8th June 2018

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#### Location

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

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#### Organization

Virtue Ethics in Business and Management research group

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#### Registrations

Please confirm your assistance using the following [link](#)

[veib@unav.es](mailto:veib@unav.es)

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