

Ethics and Business



at the **Spanish Business Class**

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Prescindibles



Dirigido por Joan Álvarez Lladós.

<https://www.youtube.com/watch?v=sjQL8w-jgEs>

Cortometraje ganador del Premio Plus Ultra al Corto + Visto en la XI edición del festival Jameson Notodofilmfest.

Questions

- What is our responsibility as lectures?
- Should we include ethical content in our classes?
- And if so: How do we do it?
- What are the advantages for the acquisition of the language?
- Which are the difficulties we find?



Economy

Estadística

Macroeconomy

Marketing

Law

Spanish

Finance

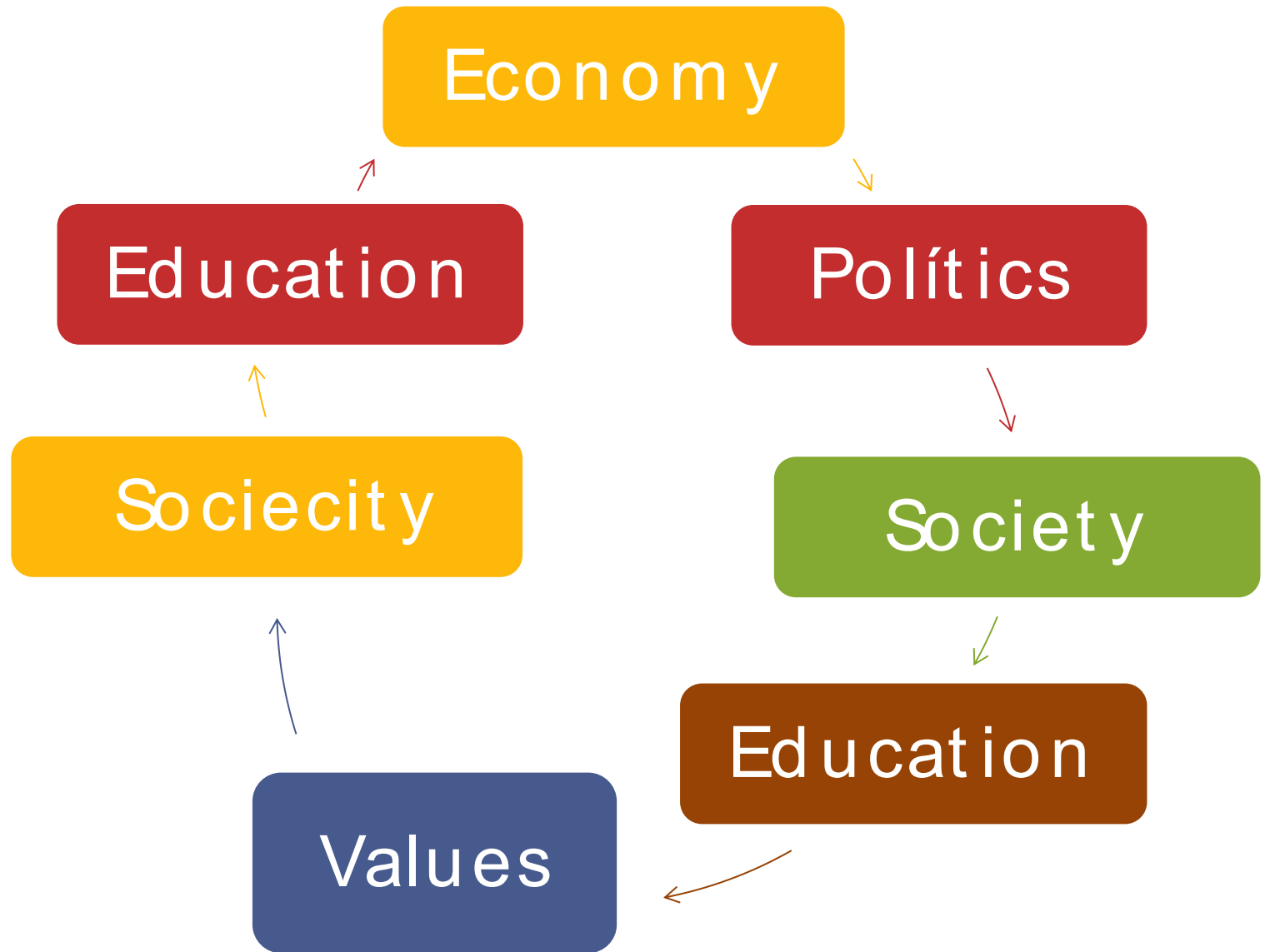
Chinese

Accounting

Business
Administration

English

Intercultural
management



The World Programme for Human Rights Education (2005 ongoing)

- 1. 2005-2009, focus on the primary and secondary schools*
- 2. 2010-2014 High education, civil servants, law enforcement officials and military. Ensures that all the components and processes of education- including curricula, materials, methods and training are conducive to the learning of human rights and human rights education.**
- 3. Third phase (2015-2019) focus on strengthening the implementation of the first two phases and promoting human rights training for media professionals and journalists.**

Katharina Saddler

DBS December 2015

I'm thankful that you showed us that we learn not only to learn and to know things but that **this knowledge is helpful in a lot of situations in life and that we do and learn things for something in life.**

The discussions were great.

...you are an extremely a good lecturer **who is very motivating.**

Katharina Saddler



Inès Grasland

DBS. December 2015

“Carmen steers us to ask the good question not only in the course itself but also in general, for our personal life. I think we need this kind of person in the teaching core in order to grow up thinking about what do we really want to do in life”.

Shane Traynor,

Trinity College Dublin, December 2015

- **...”her ability to make students think outside of the box.** She challenges us to look beyond the course material and helps us to immerse ourselves in the language and the culture of Spain and other Spanish speaking countries...”
- **“She gets the entire class thinking, beyond walls and on important issues.** We have learned more than just language in her class, but through her love of Spanish and people, we have gained wisdom”.

Results

1. The introduction of ethical **content in the language classroom** generates emotion and emotion generates knowledge (Mora. F.)
2. **Students participate actively in class and question concepts hitherto taken as absolute**, if the topics chosen by the teacher generate questions rather than provide answers.
3. **Openness to other fields of knowledge** (literature, film, poetry, theater, humor etc.) **invites students to explore other worlds and allow them to create more complex and interconnected thoughts.**
4. **Reflect on their own values and question them** helps the students to understand the values of others and achieve a more effective communication.
5. **Intercultural communication improves** when we talk about ethical values at the Spanish Business class.

Difficulties

- **The linguistic element** is considered still as the most important one.
- Business School, Universities are “**Knowledge business**”. (Verhaeghe, P, 2014)
 - Social ties with colleagues weaken**, as does emotional commitment to the enterprise or organisation
 - Less creativity, **thinking out of the box** has become impossible.
 - There is an **atmosphere of personal frustration. Everything** (except the real importance ones) **is evaluated**. Production continues to increase on paper.
 - Infantilization of workers, infantilization of students**. (Richard Sennet, 2014)
 - Serious damage to people self respect: Who needs me? The answer is no one. **The era of the Precariat** (Guy Standing, 2011)

We have to

- Reconsider the role of education
- Take responsibility for our actions
- Generate an ethical report between Schools, lecturers and students

What does really count?

William Bruce Cameron, 1963

*Not everything that counts
can be counted, and not
everything that can be
counted counts.*

Utopia helps us to move forward...

