



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Ethics

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Ethics (V1020)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance:

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Dr. MIGUEL MARIA PARREIRA TEIXEIRA DUARTE

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Become aware of the importance of ethics in personal, social and professional life.

15. Specific Objectives

Study the ethical implications and social responsibility in your daily activities.

16. Skills to be acquired

Ability to consider ethical aspects when approaching and solving problems and making decisions; discernment in the face of ethical dilemmas that arise in professional activity.

17. Teaching Methodology

- An essentially practical approach will be privileged, using the active method and with brief theoretical introductions.
- The expository method will be used at the beginning of each session to transmit the necessary content to structure the reasoning and carry out the proposed exercises; The demonstrative method will be used through debates, group dynamics and the presentation of alternative views (videos, images).



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18. Course Unit Program

1. Ethics: notion and foundation
 - 1.1 History of ethics
 - 1.2 Ethics in Saint Thomas
 - 1.3 Problems of Economic Ethics
2. Business Ethics
 - 2.1 Companies and Ethics
 - 2.2 Competition
 - 2.3 Production and Prices
 - 2.4 Contracts and Influence
 - 2.5 Workers
 - 2.6 Advertising
 - 2.7 Social Responsibility
3. Ethics in Modern Society

19. Assessment Methods

The assessment will be done through the weighting of two tests with a value of fifty percent each and a final frequency that will encompass all of the program's material.

20. Didactic Resources

- Support texts / scientific articles and other documents (ppt) provided by the professor
- Case Study
 - Viewing film excerpts and discussing them

21. Sustainability Objectives

- Contribute to responsible decision-making in various areas of society.
Recognize the interdependence of the various entities in the construction of society.

22. Keywords

Values
Deontology
Responsibility
Conduct



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23. Main Bibliography

Author(s): João César das Neves
Title: Introdução à Ética Empresarial
Edition: 2 Year: 2014
Local: Cascais
Publisher: Princípis

Author(s): António Bagão Félix, Paulo Otero, Pedro Afonso, Victor Gil
(coordenação)
Title: Temas de Ética: Reflexões e Desafios
Edition: 1ª Year: 2022
Local: Cascais
Publisher: Princípia

Author(s): Vários (coordenação Cassiano Reimão)
Title: Ética e Profissões: desafios da modernidade
Edition: 2ª Year: 2008
Local: Lisboa
Publisher: Universidade Lusíada Editora

24. Complementary Bibliography

Author(s): Aristóteles
Title: Ética a Nicómaco
Edition: 7ª Year: 2014
Local: Lisboa
Publisher: Quetzal

Author(s): Samuel Mercier
Title: Ética nas empresas
Edition: Year:
Local: Lisboa
Publisher: Afrontamento



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ÉTICA': Academic Year 2023/2024
Autor / Author	Dr. MIGUEL MARIA PARREIRA TEIXEIRA DUARTE
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
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