UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Ethics

Academic Year 2025/2026

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

Identify and understand key concepts in ethics and moral philosophy.
Critically analyse different ethical schools of thought and theories, exploring their application to concrete cases.
Read, interpret, and discuss texts and arguments from key authors, relating them to current issues.
Apply ethical principles and values to the resolution of dilemmas in diverse professional and social contexts.

17. Teaching Methodology

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- 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).

18. Course Unit Program

1. Ethics: notion and foundation
2. Ontological and anthropological foundations of ethics
   2.1. Classical theories of ethics
   2.2. Ethics in contemporary culture
3. Distinction between ethics, morals, axiology and deontology
4. Ethics in a business context

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

SDG 4: Quality Education: Encourages reflective analysis and the development of ethical conduct in both personal and professional life.
SDG 16: Peace, Justice and Strong Institutions: Promotes the understanding and practice of ethical values in the public sphere and in personal life.

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: Principia
ISBN Code:

Author(s): António Fidalgo
Title: Ética mínima: pequena ética para tempos difíceis
Edition: 2014 Year: 2014
Local: Lisboa
Publisher: Gradiva
ISBN Code:

Author(s): Arménio Rego, Miguel P. Cunha e outros
Title: Gestão ética e socialmente responsável
Edition: Year: 2007
Local: Lisboa
Publisher: Editora RH
ISBN Code:

24. Complementary Bibliography

Author(s): Vários (coordenação Cassiano Reimão)
Title: Ética e Profissões: desafios da modernidade
Edition: 1ª Year: 2008
Local: Lisboa
Publisher: Universidade Lusíada Editora
ISBN Code:

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

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ÉTICA': Academic Year 2025/2026
Autor / Author	Dr. MIGUEL MARIA PARREIRA TEIXEIRA DUARTE
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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