UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Ethics

Academic Year 2026/2027

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

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

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

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

- 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: Concept and Foundation
2. Ontological and Anthropological Foundations of Ethics
   2.1. Classical Ethical Theories
   2.2. Ethics in Contemporary Culture
3. The Distinction between Ethics, Morality, Axiology, and Deontology
4. Ethics in the Business Context
   4.1. Integrating Ethics into Organizations
   4.2. Professional Ethics
   4.3. Codes of Ethics and Professional Conduct
5. Ethics and Social Responsibility
   5.1. Shared Ethics
6. Ethical Dilemmas and Conflicts
   6.1. The Defense of Human Life
   6.2. Moral Conscience
6.3. Being or Having: The Consumer Society
   6.4. Religion
   6.5. The Challenge of Evil
7. Ethics and Moral Relativism
   7.1. Fragile Rights and Absolute Duties
8. Minimal Ethics or Ethical Minimums
9. Ethics: Reason and Emotion

19. Assessment Methods

The Supplementary Regulations for the Assessment of Knowledge and Competencies currently in force will apply. Under the continuous assessment system, an individual assignment and a final written test will be mandatory.

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.

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

22. Keywords

Values
Deontology
Responsibility
Conduct

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

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:			

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ÉTICA': Academic Year 2026/2027
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
Relação / Relation	Version 1,0

(c) Universidade Lusíada, 2026

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt