

28539 - Management of In-Company CSR

Información del Plan Docente

Academic Year	2017/18
Faculty / School	108 - Facultad de Ciencias Sociales y del Trabajo
Degree	428 - Degree in Labour Relations and Human Resources
ECTS	6.0
Year	
Semester	Second semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process designed for this course is based on the following:

The development of the course is structured around two axes: The lectures and the practical sessions in which different learning active methodologies are used, boosting the transversal competencies uptake.

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Lectures :

Structured presentation of the course contents and fundamentals by the teacher, who will offer a holistic vision of the different subjects by presenting facts, events, experiences, principles and theories.

During these classes, the teacher will pose questions aiming at encouraging the students' participation and open discussions.

Practical sessions:

The student is required to work on and solve different study cases based on the course contents, in which various experiences and real life situations will be presented, aiming at developing the student's own learning process in a context related to his professional future. Different learning active methodologies will be used, so as to promote the development of transversal competencies and a better understanding of the course contents.

5.2.Learning tasks

The program offered to the students within this course comprises the following activities:

- **Dynamic activities (T2)** : Case study method, flipped classroom, Aronson puzzle, ABP method, etc.
- **Course work (T6)**: A group activity will be required, including course relevant contents, and for which the students will have to work along several weeks. The exact details of the activity will be presented and discussed during the course.

5.3.Syllabus

The syllabus for this course is structured as follows:

- Introduction to CSR. Business, Environment, CSR and ethics. Main CSR drivers.
- The concept of "stakeholders". The pillars and fundamentals of CSR management.
- The CSR business case. CSR cost-benefit analysis. CSR as strategic value.
- Standards and initiatives in CSR. International and national initiatives.
- Normative framework of the social and environmental dimension. Norms of reference.
- Communication in CSR. Accountability. Aim, scope and methodology.
- CSR reports. The GRI model and other initiatives for accountability.

5.4.Course planning and calendar

Calendar of face-to-face sessions and presentation of deliverables:

The course weights 6 ECTS credits, which implies 150 hours of work from the student.

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These 150 hours are structured in two main blocks:

Face-to-face hours (75 hours):

- Lectures (T1): 30 hours
- Practical classes (T2): 30 hours
- Activities monitoring (T6): 10 hours
- Exams: 5 hours

Not in-person hours (75 horas):

- Autonomous work: 50 hours
- Group work: 25 hours.

5.5. Bibliography and recommended resources

* García, F. N. (2012). *Responsabilidad social corporativa: teoría y práctica* . EsiC Editorial.

* Fumás, V. S. (2010). Responsabilidad Social Corporativa. Entre la ética y el buen gobierno de la empresa. In *Responsabilidad social: una reflexión global sobre la RSE* (pp. 39-50). Prentice Hall.

* DE LA CUESTA GONZÁLEZ, M. M., VALOR MARTÍNEZ, C., SANMARTÍN SERRANO, S., & BOTIJA BUIZA, M.

Along the course, several references and materials will be recommended to the students.