

Academic Year/course: 2021/22

28539 - CSR Management

Syllabus Information

Academic Year: 2021/22

Subject: 28539 - CSR Management

Faculty / School: 108 - Facultad de Ciencias Sociales y del Trabajo

Degree: 428 - Degree in Labour Relations and Human Resources

ECTS: 6.0

Year: 4 and 3 and 2

Semester: Second semester

Subject Type: Optional

Module:

1. General information

1.1. Aims of the course

The subject is closely related to the subjects included in the Human Resource Management module of the Degree in Labour Relations and Human Resources. Its objective is to deepen the knowledge of these issues, which have already been presented in an introductory way in previous subjects of this module.

The course aims to provide students with a theoretical, conceptual and applied framework of Corporate Social Responsibility (CSR), so that they know and understand the fundamental pillars of CSR and its possible impact on the financial results of the company. It aims to offer an approach to real cases of organisations that have implemented CSR policies, through the analysis of their sustainability reports.

In this way, the student acquires a solid knowledge that enables him/her to advise on this subject and integrate it into the framework of his/her activity.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning outcomes of the subject provides training and competence to contribute to a certain extent to their achievement:

- Goal 3: Health and well-being.
- Goal 5: Gender equality.
- Goal 8: Decent work and economic growth.
- Goal 9: Industry, innovation and infrastructure.
- Goal 10: Reducing inequalities.
- Goal 11: Sustainable cities and communities.
- Goal 12: Responsible production and consumption.
- Goal 17: Partnerships to achieve the goals.

1.2. Context and importance of this course in the degree

This is an optional subject, which aims to complete the students' knowledge in the field of Business Management, from the paradigm of sustainable development, where the priority of environmental and social issues is equal to that of the economic issues of the company.

The contents of the subject are a continuity of the contents taught in the subject of Strategic Management, in which the company is described as an open system, constantly influenced by its environment. Consequently, it is necessary to identify the different stakeholders and meet their demands in order to achieve the survival and success of the company.

1.3. Recommendations to take this course

Main information about the subject:

- Office hours: Available on the notice board and on the Centre's website.
- Web page (virtual platform): <http://add.unizar.es/add/campusvirtual/>
- Prerequisites (previous knowledge and/or skills): It is recommended that the student has passed the subjects Business Organisation and Strategic Management, for a better understanding of this subject.
- Language(s) of instruction: Spanish.

2. Learning goals

2.1. Competences

- C1. Capacity for analysis and synthesis.
- C2. Capacity for information management.
- C3. Capacity for organisation and planning.
- C4. Oral and written communication in native language.
- C7. Ability to make decisions and manage problems.
- C8. Knowledge of professional ethical commitment.
- C11. Teamwork.
- C14. Autonomous learning.
- C18. Ability to apply quality criteria.
- C19. Ability to relate to health and environmental issues.
- C25. Ability to know, identify and understand the theoretical framework regulating labour relations.
- C26. Ability to know, identify and understand the theoretical framework of business organisation and management.
- C32. Ability to advise trade union and business organisations and their members.
- C37. Ability to transmit and communicate in writing and orally using the appropriate terminology and techniques.
- C41. Ability to advise and/or manage in matters of employment and labour recruitment.
- C47. Ability to participate in the elaboration and design of organisational strategies, developing the human resources strategy of the organisation.
- C50. Ability to select and manage labour information and documentation.
- C53. Understand the dynamic and changing nature of labour relations at national and international level.
- C54. Ability to carry out a critical analysis of the decisions emanating from the agents involved in labour relations.
- C55. Ability to develop conflict management and resource management skills.

2.2. Learning goals

In order to pass this subject, the student must demonstrate that he/she...

- Knows and understands the three fundamental pillars of CSR.
- Is capable of integrating CSR into the company's corporate strategy and of assessing the economic consequences of this decision.
- Is familiar with international CSR standards and declarations as well as their policy implications.
- Is able to identify the stakeholders of a company, to know and meet their demands or needs.
- Is able to elaborate company sustainability reports that respond to the demands of stakeholders.
- Knows the specificities of CSR in the case of small and medium-sized enterprises (SMEs) and is capable of manage them.

2.3. Importance of learning goals

CSR is a highly topical issue that requires attention from companies, as their contribution to the society in which they operate can also be a valuable source of competitive advantage. On the other hand, companies that ignore this reality may jeopardise their survival in the market.

The subject helps to understand how CSR can contribute to sustainable development and, at the same time, create value for the company, fostering its future projection and dynamising its innovative process.

3. Assessment (1st and 2nd call)

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

It is planned that lectures and assessments will be carried out face-to-face. However, if health circumstances so require, they may be carried out on-line, using the telematic means available at the University of Zaragoza: Moodle-ADD, Google Meet or similar, e-mail, etc.

There are two assessment modalities: continuous assessment and single assessment.

1ST MODALITY: CONTINUOUS ASSESSMENT

The assessment is divided between training activities (60%) and knowledge test (40%).

TRAINING ACTIVITIES (60%)

Students must carry out different training activities, which contribute to the achievement of the expected learning outcomes. All of them must be carried out in groups and must be presented in the time and form determined. Their completion is compulsory.

These activities use active methodologies: case studies, flipped classroom, puzzle activities, problem-based learning (PBL) and group analysis and reflection work.

** Practical T2 (30%):*

Throughout the course, different group work sessions are developed to carry out different activities using active methodologies. On the other hand, different evaluation sessions are carried out, in which students must:

- Hand in their work.
- Give an oral presentation.
- Participate in the discussion on the different activities.

** Practical T6 (30%):*

In general, students must carry out a work of analysis and critical reflection on the sustainability report of a real company, relating it to the contents of the subject. However, students have the option of proposing an alternative current topic, related to the subject, on which to carry out this activity, with the lecturer's approval being necessary in order to be able to work on the alternative proposal. The work will be carried out in groups.

For the evaluation of this activity, students must:

- Attend the corresponding tutorials.
- Hand in the work to the lecturer, complying with a series of requirements of content and form that will be informed in due course.
- Make an oral presentation of the work, relying solely and exclusively on a computer presentation (PowerPoint...).

Those students who cannot attend the assessment sessions for justified reasons (both T2 and T6 practical classes), must also send their work by e-mail to the lecturer and make the oral presentation on another date and time agreed with the lecturer.

The assessment criteria for these training activities are as follows:

- Understanding of the knowledge of the subject.
- Capacity for practical application of the knowledge acquired.
- Ability to work in a team.
- Ability to organise and transmit ideas.
- Ability to express oneself orally and in writing.

KNOWLEDGE TEST (40%)

This is an individual written knowledge test, consisting of a theoretical-practical exam, to assess the degree of assimilation of the key concepts of the subject and the student's ability to apply the theoretical concepts to practice.

The student's final grade is obtained by adding the marks obtained in the training activities and in the knowledge test. There is no minimum grade required for the knowledge test to be added to the grade for the training activities.

In the case of failing the subject at the first sitting, the student has the option of keeping the marks obtained in the training activities for subsequent sittings of the same academic year (and, therefore, only taking the knowledge test).

At the beginning of the course, more detailed information is provided on the dates of work in the training activities and the assessment of these activities. All information will be published in the ADD.

2ND MODALITY: SINGLE ASSESSMENT

Students who opt for this type of assessment must take the following:

- **KNOWLEDGE TEST (50%)**, on the date, time and place determined in the June and September exams published each year by the Centre. This test has the same characteristics as the one in the continuous assessment, but in this case its value is 50% of the subject.
- **ASSESSABLE ACTIVITIES (50%)**, to be carried out on the same day as the knowledge test, which include case studies and sustainability report analysis. The proposed activities may be different from the training activities of the continuous assessment modality, although in both cases the same competences are worked on and the same learning outcomes are required. The time taken to carry out these assessable activities may be extended to 4 hours, part of which is devoted to oral presentation.

In the single assessment mode, it is necessary to pass both parts separately in order to pass the course.

Those who opt for the single assessment mode are requested to inform the lecturer responsible for the subject by e-mail (the lecturer will send confirmation of the correct receipt of this request, also by e-mail), at least 20 days before the date of the exam, in order to be able to request an extension of the exam timetable and a reservation of the classroom.

Students who do not pass the subject through continuous assessment may sit the single assessment tests.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The development of the course is structured around **two axes**: explanatory classes and practical sessions in which different active learning methodologies are used.

Lectures:

This consists of an orderly presentation of the content of the subject by the lecturers, who offer a vision of the subject's themes, presenting facts, events, experiences, principles or theories. In them, the student has the opportunity to ask questions and participate in discussions that may arise.

Prior to each class, students are provided with the corresponding materials for each session through the ADD.

Practical classes with active methodologies:

Students must carry out, in groups, different activities related to the contents of the subject, in which experiences and situations of current organisations are presented, in order to build their own learning in a context that brings them closer to their professional future.

Different active learning methodologies are used, which favour the development of transversal competences and a better understanding of the theoretical and practical concepts of the subject.

Students are informed of the instructions, deadlines and delivery dates for all activities through the ADD.

4.2. Learning tasks

The course has 6 ECTS credits, which implies 150 hours of student work. These 150 hours are structured as follows:

CLASSROOM WORK (65 hours):

- Lectures (T1): 30 hours.
- Problems and cases (T2): 15 hours.
- Tutoring of assignments (T6): 15 hours.
- Knowledge tests: 5 hours.

WORK OUTSIDE THE CLASSROOM (85 hours):

- Independent work: 55 hours.
- Group work (15 hours of T2 and 15 hours of T6): 30 hours.

4.3. Syllabus

The programme around which these learning activities are developed is as follows:

- Introduction to CSR. Company, environment, CSR and ethics. The pillars of CSR. Drivers and barriers of CSR.
- Stakeholders.
- CSR standards, declarations and initiatives, from global to local.
- Transparency and external communication of CSR.
- CSR in the field of labour rights and human resources management.

4.4. Course planning and calendar

For more details on the calendar of sessions, class timetable and additional information on this subject, please consult the website of the Faculty of Social and Labour Sciences (<https://sociales.unizar.es/>).

At the beginning of the course, the teaching staff will inform you of the key dates for the different assessment activities to be carried out, the dates for the delivery of the proposed assignments, etc. All this information will be available to students through the ADD.