

## 61771 - Environmental management and corporate social responsibility

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 61771 - Environmental management and corporate social responsibility

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 555 - Master's in Management, Strategy and Marketing

**ECTS:** 3.0

**Year:** 1

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

The objective of this subject is to study environmental and social responsibility in business, focusing on how to implement environmental and social responsibility tools, processes and strategies, as well as the determinants and economic and competitive consequences of different strategic business positions in this area.

The approach of the subject is aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/en/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement: SDG 4: Quality Education; SDG 12: Responsible Production and Consumption; SDG 13: Climate Action; and SDG 16: Peace, Justice and Strong Institutions.

### 2. Learning results

Knowledge of social and environmental responsibility and its implication in the management models of companies and organizations.

More specifically, upon completion of the subject, the student will be able to:

- Precisely define and delimit the concepts of environmental management and Corporate Social Responsibility.
- Propose different economic instruments for environmental protection.
- Propose the adoption of different of Social Responsibility measures in companies.
- Propose operational measures to improve the environmental performance of companies.
- Explain how companies are encouraged or pressured to adopt environmental protection and corporate social responsibility measures in the broad sense, and the main difficulties encountered in this process.
- Differentiate between environmental and corporate social responsibility business behaviours and determine whether such behaviours are more or less advanced or proactive.
- Explain the impact of environmental protection measures on economic performance.
- Identify the authors and works in the literature that have contributed most to the state of knowledge in the areas of environmental management and corporate social responsibility, as well as how to find, select and understand the theoretical fundamentals and methodologies used in the research currently published in the literature.
- Communicate, orally and/or in writing, the knowledge acquired, as well as apply it to the interpretation of real situations or economic assumptions.

### 3. Syllabus

#### Part I: Environmental management

Topic 1: Introduction to environmental economics and valuation of externalities

Topic 2: Economic instruments for environmental protection

Topic 3: Environmental management systems

Topic 4: Strategic environmental behaviour: determinants and consequences.

#### Part II: Corporate Social Responsibility

Topic 5: The concept of Corporate Social Responsibility

Topic 6: Strategic behaviour in Social Responsibility: determinants and consequences.

### 4. Academic activities

Generically, the academic activities include:

- Classroom lecture and discussion of content (30 hours)
- Seminars, tutorials and personal work of the student (45 hours)

The method chosen to develop the teaching of the subject is a combination of lectures by the teacher on the basic aspects of the topics to be studied, recent trends and future lines of research, and the presentation by the students of annotated summaries of works from the literature for subsequent class discussion. Students must read the articles of the bibliography expressly recommended by the teacher before each of the sessions

## 5. Assessment system

In the FIRST CALL, there is a continuous assessment system with two tests.

The first test consists of the individual completion and subsequent presentation in class of theoretical-practical or practical exercises (case solving or preparation of summaries and/or comments on readings recommended by the teachers). This test will be valued with a maximum of 6 points.

The second test consists of an individual theoretical or theoretical-practical work within the guidelines recommended by the teachers at the beginning of the term. This test will be valued with a maximum of 4 points.

Students who do not pass the subject by this continuous assessment or who wish to improve their grade may take a global test. In any case, the best of the grades obtained will prevail. The test will consist of a theoretical-practical exam that will be valued with a maximum of 10 points.

Students who do not pass the subject in the first call are entitled to a SECOND CALL to take a new global test, with similar characteristics to the first call.

Students will pass the subject if they obtain at least 5 points, either as the sum of the grades obtained in the two continuous assessment tasks or as the grade obtained in the global test.