

Responsabilitat Social Corporativa

2014/2015

Codi: 43059

Crèdits: 6

Titulació	Tipus	Curs	Semestre
4313784 Estudis Interdisciplinaris en Sostenibilitat Ambiental, Econòmica i Social	OT	0	1

Professor de contacte

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Utilització de llengües

Llengua vehicular majoritària: anglès (eng)

Grup íntegre en anglès: No

Grup íntegre en català: Sí

Grup íntegre en espanyol: No

Equip docent

Isabel Pont Castejón

Prerequisits

To be developed

Objectius

The course is an introduction to the social responsibility of organisations, mainly business organisations. The issues include the changing relation between business, society and public administrations; environmental, social and governance dimensions of the organisation's activity; several CSR international tools for strategic management, management systems and external communication to the stakeholders groups.

At the end of the course the student is expected to have a good understanding of:

- The basic literature regarding the concept and approaches of corporate social responsibility;
- The main international tools for corporate social responsibility;
- An introduction to European environmental regulation.

Competències

- Analitzar, sintetitzar, organitzar i planificar projectes relacionats amb la millora ambiental de productes, processos i serveis.
- Aplicar els coneixements d'economia ambiental i ecològica a l'anàlisi i a la interpretació de problemàtiques ambientals.
- Que els estudiants siguin capaços d'integrar coneixements i enfrontar-se a la complexitat de formular judicis a partir d'una informació que, tot i ser incompleta o limitada, inclogui reflexions sobre les responsabilitats socials i ètiques vinculades a l'aplicació dels seus coneixements i judicis
- Que els estudiants sàpiguen comunicar les seves conclusions, així com els coneixements i les raons últimes que les fonamenten, a públics especialitzats i no especialitzats d'una manera clara i sense ambigüitats

- Que els estudiants tinguin les habilitats d'aprenentatge que els permetin continuar estudiant, en gran manera, amb treball autònom a autodirigit
- Treballar en un context internacional i multidisciplinari

Resultats d'aprenentatge

1. Analitzar de les millors pràctiques corporatives de responsabilitat social corporativa.
2. Conèixer els principals conceptes, la regulació i iniciatives internacionals relacionats amb les diferents dimensions de la responsabilitat social corporativa (econòmica, ambiental, social i govern corporatiu).
3. Que els estudiants siguin capaços d'integrar coneixements i enfrontar-se a la complexitat de formular judicis a partir d'una informació que, tot i ser incompleta o limitada, inclogui reflexions sobre les responsabilitats socials i ètiques vinculades a l'aplicació dels seus coneixements i judicis
4. Que els estudiants sàpiguen comunicar les seves conclusions, així com els coneixements i les raons últimes que les fonamenten, a públics especialitzats i no especialitzats d'una manera clara i sense ambigüitats
5. Que els estudiants tinguin les habilitats d'aprenentatge que els permetin continuar estudiant, en gran manera, amb treball autònom a autodirigit
6. Treballar en un context internacional i multidisciplinari

Continguts

The course involves a series of lectures organised in six main sub-modules with the correspondent lectures:
Sub-Module 1: Concept and approaches of corporate social responsibility.

1. Introduction: evolution of CSR concept
 2. CSR concept from main international administrations or organizations
 3. CSR concept from the literature perspectives
- Sub-Module 2: Strategic Management and CSR
4. Strategic analysis (internal and external analysis) and CSR
 5. Strategy formulation and implementation and CSR

Sub-Module 3: International tools for CSR

6. United Nations Global Compact
7. ISO 26000 Social Responsibility

Sub-Module 4: Management systems for CSR

8. Different perspectives of risk concept
9. ISO 31000 Risk Management

Sub-Module 5: CSR accountability, transparency and communication

10. Global Reporting Initiative (GRI)

Sub-Module 6: European Union Environmental Regulation

Metodologia

Lecturers will present the topic in question and leave time for questions and discussion. Some lectures will involve a group or individual writing exercise, or they will involve the discussion of provided articles. In this regard, students must have read the compulsory readings suggested in advance.

Activitats formatives

Títol	Hores	ECTS	Resultats d'aprenentatge
Tipus: Dirigides			
Exercise in class	4	0,16	6
Lectures	33	1,32	1, 2

Tipus: Autònomes

Reading articles, books and studying for each of the given lectures	90	3,6	5
Short essay writing, which involves reading the necessary literature to write the essays	20	0,8	3, 4

Avaluació

Students will be assessed on the basis of a) the knowledge they have gained throughout the course regarding the proposed literature and the different aspects reviewed in class; b) their writing and critical thinking abilities, and c) their participation in class. In particular, they will be assessed based on:

- A final exam that will contribute toward 60% of the final mark. It will last 2 hours and cover most aspects of the course in no more than 10 questions. Students will have limited space to answer each of these questions and will have to prove that they have understood and master key concepts and ideas introduced during the course. The four contributing teachers will evaluate the exam, and each question will be marked between 0 and 1 point. Students will have the right to discuss the essay and the mark with the correspondent teacher and may complain to the MSc coordinator if unsatisfied with the final outcome.
- Two written essays, 500-1000 words essay corresponding to two of the sub-modules, according to the student preferences. Each short essay will contribute toward 10% of the mark (20% of the total mark). The correspondent teacher will assess the essay following his/her own marking criteria, with marks falling between 0 (for very bad) and 10 points (for very good essays). Students will have the right to discuss the essay and the mark with the correspondent teacher.
- An exercise in class and its correspondent assessment as part of one sub-module will contribute toward 10% of the final mark.
- Attendance to the sessions will contribute toward 10% of the final mark.
- Each student will have to qualify in each of the evaluation exercises above and can only skip doing one or more of such exercises if this is adequately justified. An student who fails to pass as a result of a poor exam may be given an opportunity to re-take it before the final overall mark is officially delivered to UAB, but only if she/he has shown proof of progressive learning in the other evaluation exercises.

Activitats d'avaluació

Títol	Pes	Hores	ECTS	Resultats d'aprenentatge
2 short essay writings	20%	0	0	3, 4, 5
Exercise in class	10%	0	0	6
Final exam	60%	3	0,12	1, 2, 3, 4, 5

Bibliografia

To be announced at the beginning of the course.