

Responsabilitat Social Corporativa	2014/2015
Code: 43059 ECTS Credits: 6	

Degree	Type	Year	Semester
4313784 Estudis Interdisciplinaris en Sostenibilitat Ambiental, Econòmica i Social	OT	0	1

Contact

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Use of languages

Principal working language: anglès (eng)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Isabel Pont Castejón

Prerequisites

To be developed

Objectives and Contextualisation

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.

Skills

- Analyse, summarise, organise and plan projects related to the environmental improvement of product, processes and services
- Apply knowledge of environmental and ecological economics to the analysis and interpretation of environmental problem areas.
- Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
- Continue the learning process, to a large extent autonomously
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Work in an international, multidisciplinary context.

Learning outcomes

1. Analyse best practices in corporate social responsibility.
2. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
3. Continue the learning process, to a large extent autonomously
4. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
5. Know the main concepts, regulations and international initiatives concerning the different dimensions of corporate social responsibility (economic, environmental, social, corporate governance) .
6. Work in an international, multidisciplinary context.

Content

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

Methodology

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.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Exercise in class	4	0.16	6
Lectures	33	1.32	1, 5
Type: Autonomous			
Reading articles, books and studying for each of the given lectures	90	3.6	3
Short essay writing, which involves reading the necessary literature to write the essays	20	0.8	4, 2

Evaluation

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.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
2 short essay writings	20%	0	0	4, 2, 3
Exercise in class	10%	0	0	6
Final exam	60%	3	0.12	1, 5, 4, 2, 3

Bibliography

To be announced at the beginning of the course.