UAB
Universitat Autònoma de Barcelona

Social Corporate Responsibility

Code: 104788
ECTS Credits: 6

2024/2025

Degree	Type	Year
2503868 Communication in Organisations	OB	3

Contact

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

No prerequisite is necessary.

Objectives and Contextualisation

- Know the discipline from its theoretical foundations, conceptualization and historical origins.
- Define what corporate social responsibility is and know how to identify its dimensions and thematic areas.
- To know how CSR is managed strategically and transversally in the organization.
- To know how to identify the different stakeholders and how to establish channels of dialogue with them.
- To understand the professional dimension of the activity in Spain and the world.
- Address the strategic communication of CSR.

In short, CSR will be worked on as a strategic and transversal element in the organization that involves all departments and responds to the interests of all stakeholders, which is why dialogue between the company and its stakeholders is fundamental.

The final objective of this subject is to introduce students to a process of education and training that will facilitate access to the professional profile responsible for leading CSR in organizations (chief communications officer or CSR director).

Competences

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.

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- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt to new situations in a constantly changing work environment due to social, economic political and technological changes.
2. Analyse a situation and identify its points for improvement.
3. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
4. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
5. Defend the arguments of the organisation and its leaders orally and in writing, in order to explain to the competition, but also to all kinds of audiences, their objectives, functions and idea of service to society.
6. Demonstrate ethical awareness in the application and management of corporate social responsibility in order to improve the work environment and the social impact of the organisation in its geographic area of operations.
7. Generate creative ideas in the workplace.
8. Identify and describe an organisation's corporate social responsibility objectives in order to gain a competitive advantage regarding its internal and external clients.
9. Identify situations in which a change or improvement is needed.
10. Identify the main inequalities and discriminations in terms of sex/gender present in society.
11. Identify the social, economic and environmental implications of academic and professional activities within one?s own area of knowledge.
12. Plan and execute academic projects in the field of strategic communication that focus on developing corporate social responsibility plans.
13. Propose new methods or well-founded alternative solutions.
14. Propose viable projects and actions to boost social, economic and environmental benefits.
15. Show expert knowledge of the factors involved in preparing an organisation's corporate social responsibility plan.
16. Show initiative and leadership skills.

Content

THEME 1: Contextualization of Corporate Social Responsibility
The intangible value of organizations
Causes of the current demand for CSR

THEME 2: Conceptualization of Corporate Social Responsibility
Conceptualization and definition of CSR
Origin and evolution of CSR
Principles, dimensions and stakeholders

THEME 3: Other social manifestations in organizations
Social action: donations, foundations, corporate volunteering
Corporate philanthropy
Marketing with a cause

THEME 4: Corporate Social Responsibility Management
CSR management process
Environment evaluation phase
Planning Phase

Implementation phase
Monitoring and control phase
Communication phase
Feedback phase

THEME 5: The Corporate Social Responsibility Manager

*The content of the course will be sensitive to aspects related to the gender perspective. The gender perspective will be included in the analysis of the figure of the CSR responsible.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	16	0.64	3, 4, 6, 15, 8, 11, 10, 12
Prácticas	16	0.64	1, 3, 4, 2, 5, 16, 6, 15, 7, 8, 11, 10, 9, 12, 13, 14
Seminars	16	0.64	1, 3, 4, 2, 5, 16, 6, 15, 7, 8, 11, 10, 9, 12, 13, 14
Type: Supervised			
individual and group tutoring	7.5	0.3	1, 5, 6, 15, 8, 12
Type: Autonomous			
self-study and performance of work	88	3.52	3, 2, 5, 16, 6, 15, 7, 8, 11, 9, 12, 13, 14

Detailed exposition of the theoretical contents of the syllabus, especially of all the concepts that are imparted in this matter. In this way the students will have a theoretical base that will allow them to carry out, a posteriori, the planned learning activities.With regard to the practical sessions, the class will be divided into subgroups in order to be able to do a more personalised work with the seminar or practical tutors. In these practice sessions, group exercises will be carried out, raised in class, directly related to the specific topics as they are taught. These exercises will implement the method service-learning, the method of case study, solving communication problems and / or the reading, analysis and sharing of specialized articles that the teacher considers of interest for the subject matter.

Within these practices, one of them stands out where the Service Learning (SL) methodology is applied, through which students are trained by participating in a project aimed at solving a real need in a community and thus improving people's living conditions or the quality of the environment. This methodology is based on the identification of a real need and involves three factors: the provision of a service to solve it, meaningful learning for the students and a reflective process. It therefore requires collaboration with a social entity. For more information about ApS: https://www.uab.cat/ca/aprenentatge-servei

As colophon to the subject the students will realize a final practice based on the study of a real experience of management of the CSR in an organization. This final work will also be done in group (with the same group formed to the practical sessions). In this way, the students will contrast in practice the theoretical knowledge explained in class.

In the virtual campus, students will have links to complementary content for each thematic block. These materials must be read and reviewed in advance both to do the practices and to prepare the final theoretical test.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	30%	2.25	0.09	1, 3, 4, 2, 5, 16, 6, 15, 7, 8, 11, 10, 9, 13, 14
Presentation final work	30%	2.25	0.09	1, 2, 5, 16, 6, 15, 7, 8, 9, 12, 13, 14
Written test	40%	2	0.08	1, 3, 4, 6, 15, 8, 11, 10

Continuous evaluation

The subject evaluation system is based on the following percentages:

A) 40% Control of knowledge. The test must be passed (5 or more) to pass the subject (essential condition).
B) 30% Execution and presentation of the practical exercises.
C) 30% Realization of the final practice.
A(40%) + B (30%)+ C (30%) = 100% FINAL GRADE OF THE SUBJECT

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Re-evaluation
a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject and have obtained at least a 3.5 weighted average grade of the subject.
b) The theory can only be recovered if the pupil in the multiple-choice exam has obtained a score equal to or less than 4.9. The make-up test will consist of a written test to evaluate theoretical knowledge.
c) The student who has obtained a D in one of the practices either because he has suspended or because he has not presented it (as long as it is for reasons accredited or acceptable by the teaching team) will have the option to present himself to his recovery during the period established ad hoc. The recovery of each practice will consist of the resolution of a case or CSR management problem in the classroom (day or time to be determined).
d) The final work of the subject (30%) is an evaluable work that cannot be recoveredin case of suspension. The reason is because it is practically impossible to carry out another job of these characteristics with the time available to us.

PLAGIARISM
In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Single evaluation

The single assessment system has the following percentages:

A) 30% Theoretical test. It must be passed (5 or more) to pass the subject (essential condition) (The exam model is different from the continuous assessment). This test will include a question on one of the articles of the documentary research work presented by the student.
B) 20% Test to solve multiple case studies on CSR management.
C) 20% Oral presentation of a documentary research paper. Compile three scientific articles per theme, write a review of each article, relate concepts and reflect on the topics covered. This analysis, reflection and relation with the theory must be presented in an oral defence where the student, in addition to presenting his/her work, must give answers to questions posed by the teacher about the material presented.
D) 30% Submission of a final paper. Drawing up a CSR plan for a real organisation.

Reassessment single evaluation

a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject and have obtained at least a 3.5 weighted average grade of the subject.
b) The theory can only be recovered if the pupil in the multiple-choice exam has obtained a score equal to or less than 4.9. The make-up test will consist of a written test to evaluate theoretical knowledge.
c) The mark obtained in the case resolution will form part of the weighted average of the final mark. Only in the case of failing this test and if the student so considers, he/she may choose to recover it with a test of the same nature.
d) Both the documentary research paper (oral presentation) and the final paper are not recoverable and the markobtained in each paper (whether passed or not) will form part of the weighted average of the final mark.

PLAGIARISM
In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

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Software

Word, Power Point and Excel.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	71	Spanish	first semester	afternoon
(SEM) Seminars	72	Spanish	first semester	afternoon
(TE) Theory	7	Spanish	first semester	afternoon