UNIVERSIDAD DE BURGOS
ECONOMÍA Y ADMINISTRACIÓN DE EMPRESAS

GUÍA DOCENTE 2013-2014

Corporate social responsibility

1. Denominación de la asignatura:

Corporate social responsibility

Titulación

Grado de Administración y Dirección de Empresas

Código

7303

2. Materia o módulo a la que pertenece la asignatura:

Organización de empresas

3. Departamento(s) responsable(s) de la asignatura:

Economía y Administración de Empresas

4.a Profesor que imparte la docencia (Si fuese impartida por mas de uno/a incluir todos/as) :

Carlos Larrinaga

4.b Coordinador de la asignatura

Carlos Larrinaga

5. Curso y semestre en el que se imparte la asignatura:

4th year, 7th semester

6. Tipo de la asignatura: (Básica, obligatoria u optativa)

Optativa

7. Requisitos de formación previos para cursar la asignatura:

Upper intermediate level of English

8. Número de créditos ECTS de la asignatura:

6

9. Competencias que debe adquirir el alumno/a al cursar la asignatura

Intended learning outcomes
On completion of the module, students should be able to:
Module-specific skills
1. Analyze from a stakeholder theory perspective the role and responsibilities of corporations in society.
2. Critically evaluate the development of corporate social responsibility, including the pros and cons of its practice.
3. Evaluate the quality of social and environmental reporting.
Discipline-specific skills
4. Access sources of corporate information, including databases, academic literature and
the Internet
5. Discuss corporate performance from different perspectives
Personal skills
6. Critically evaluate theoretical arguments and empirical evidence
7. Use appropriate learning resources
8. Analyze, discuss and communicate arguments
9. Being effective while working in group with fellow students

10. Programa de la asignatura

10.1- Objetivos docentes
Intended learning outcomes On completion of the module, students should be able to: Module-specific skills 1. Analyze from a stakeholder theory perspective the role and responsibilities of corporations in society. 2. Critically evaluate the development of corporate social responsibility, including the pros and cons of its practice. 3. Evaluate the quality of social and environmental reporting. Discipline-specific skills 4. Access sources of corporate information, including databases, academic literature and the Internet 5. Discuss corporate performance from different perspectives Personal skills 6. Critically evaluate theoretical arguments and empirical evidence 7. Use appropriate learning resources 8. Analyze, discuss and communicate arguments 9. Being effective while working in group with fellow students
10.2- Unidades docentes (Bloques de contenidos)
Introduction **Business and society** **Corporate social responsibility** **Business ethics and stakeholder theory** **Business ethics fundamentals**

Stakeholder issues

Ethical issues in the global arena

Government as stakeholder

Consumer as stakeholder

The natural environment as stakeholder

Climate change and business

Investors as stakeholders

Managment and reporting

Social impact management systems

Environmental management systems

Social, environmental and ethical reporting

10.3- Bibliografía

BIBLIOGRAFÍA BÁSICA

Archie B. Carroll, Ann K. Buchholtz, (2012) Business and society: ethics and stakeholder management, 8th international edition., South-Western,

11. Metodología de enseñanza y aprendizaje y su relación con las competencias que debe adquirir el estudiante:

Metodología	Competencia relacionada	Horas presenciales	Horas de trabajo	Total de horas
Lectures	CG12, CG13, CG19, CG20, CG23, CD4, CD9, H7 y H11	39	30	69
Case studies	CG12, CG13, CG19, CG20, CG23, CD4, CD9, H7 y H11	13	39	52
Asignments and evaluation	CG12, CG13, CG19, CG20, CG23, CD4, CD9, H7 y H11	2	27	29
Total		54	96	150

12. Sistemas de evaluación:

Procedimiento	Peso
Assessed assignments: students will work in groups (3 students) to prepare case studies suggested on a weekly basis. A substantial portion of the grade is based on the quality of the written and oral presentations and on the ability to work in small group and to cooperate in the large group, evidenced in the presentation and discussion of the case studies. There will be about ten assignments in the course with a proportionate weight in the final assessment.	80 %
Students must attend and actively contribute to all lectures, seminars and case study presentations.	20 %
Total	**100 %**

Evaluación excepcional:

For those students that, for exceptional reasons, are not able to follow the classes, and subject to the approval of the Dean, the grades will depend on the submission of all the assignments (40%), plus a final examination on the textbook (30%), plus an essay (30 pages) on one subject agreed with the professor.

13. Recursos de aprendizaje y apoyo tutorial:

Apart from the textbook, the professor will upload in the course website (UBUVirtual; https://ubuvirtual.ubu.es/course/view.php?id=6560) presentations, papers, links to webs and other references for the course.
The professor and the students will also contribute to a blog on corporate social responsibility: http://corporatesocialresponsibilityblog.wordpress.com/ that is accessible by invitation only.

14. Calendarios y horarios:

See the website

15. Idioma en que se imparte:

English