



GUÍA DOCENTE 2014-2015
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 Despacho 2066 e-mail carlos.larrinaga@ubu.es

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. Número de créditos ECTS de la asignatura:

6

8. 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

9. Programa de la asignatura

9.1- 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

9.2- 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

9.3- Bibliografía

BIBLIOGRAFÍA BÁSICA

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

Rob Gray, Carol Adams, Dave Owen, Accountability, Social Responsibility and Sustainability: Accounting for Society and the Environment, Pearson Education,

10. 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	34	30	64
Case studies	CG12, CG13, CG19, CG20, CG23, CD4, CD9, H7 y H11	10	39	49
Asignments and evaluation	CG12, CG13, CG19, CG20, CG23, CD4, CD9, H7 y H11	10	27	37
Total		54	96	150



11. Sistemas de evaluación:

Procedimiento	Peso
Case studies: Students will work in groups (3 students) to prepare five suggested case studies that will be presented in weeks 3, 5, 7, 9 and 11. The five case studies will have a proportionate weight in the final assessment. A substantial portion of the grade is based on the quality of the 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.	30 %
Book: Students will read individually one book of their choice, among the books suggested by the lecturer, and will prepare a 2,000 words essay and a five minutes presentation. The grade is based on the quality of the reflection and book analysis, considering the topics covered in the course and the oral presentation.	30 %
Short written assignments: students will work individually in four shorter written assignments that will be delivered in weeks 2, 4, 8 and 10. The four written assignment will have a proportionate weight in the final assessment. The grade is based on the understanding of the topics covered in the course and the ability to connect different theoretical and empirical issues, as evidenced in the short written essay.	20 %
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.

12. 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.



13. Calendarios y horarios:

See the website

14. Idioma en que se imparte:

English