



GUÍA DOCENTE 2016-2017  
**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**

**BASIC**

CB1 - The student understands knowledge at a proficient level, including academic research texts.

CB3 - The student has the skills of gathering and interpreting relevant data for making judgements on social, scientific and ethical issues that are relevant in her field.

**GENERAL**

CG18 - Skills to work in an international context

CG19 - Acknowledging diversity and multiculturality

CG20 - Ethical commitment

CG23 - Environmental concern

CG29 - Understanding foreign cultures

CG1 - Analysis and synthesis

CG7 - Second language

**3.3 SPECIFIC SKILLS**

CD4 - Understand ethical principles, identify business social and environmental issues and design scenarios.

CD9 - Understand, read, communicate and read in a second language.

H7 - Identify cultural and ethical issues and understand their impact in businesses.

**9. Programa de la asignatura**

**9.1- Objetivos docentes**

R1 Comprender los principios fundamentales de la Teoría de la Empresa y los conceptos y herramientas necesarios para la dirección de organizaciones.

R2 Comprender la relación entre el entorno y la organización y cómo gestionar los recursos de la empresa para la continua adaptación de las organizaciones a las nuevas circunstancias ambientales.

R3 Desarrollar la capacidad de búsqueda, almacenamiento y tratamiento de información para la toma de decisiones y el aprendizaje autónomo.

R4 Madurar el espíritu emprendedor del alumno tanto en cuanto a su capacidad de buscar soluciones a problemas, como de generar nuevas ideas o dinamizar y liderar grupos.



| 9.2- Unidades docentes (Bloques de contenidos)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Introduction</b><br><b>Business and society</b><br><b>Corporate social responsibility</b><br><b>Business ethics and stakeholder theory</b><br><b>Business ethics fundamentals</b><br><br><b>Stakeholder issues</b><br><b>Ethical issues in the global arena</b><br><b>Government as stakeholder</b><br><b>Consumer as stakeholder</b><br><b>The natural environment as stakeholder</b><br><b>Climate change and business</b><br><b>Investors as stakeholders</b><br><br><b>Managment and reporting</b><br><b>Social impact management systems</b><br><b>Environmental management systems</b><br><b>Social, environmental and ethical reporting</b> |
| 9.3- Bibliografía                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>BIBLIOGRAFÍA BÁSICA</b><br>Archie B. Carroll, Ann K. Buchholtz, (2012) Business and society: ethics and stakeholder management, 8th international edition., South-Western,<br>Bebbington, J., Unerman, J., and O'Dwyer, B., (2014) Sustainability Accounting and Accountability, 2nd edition, Routledge, London,<br>Gray R., Adams C., Owen D., 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                   | CB1, CG18, CG19, CG29                      | 34                 | 30               | 64             |
| Case studies               | CB3, CG18, CG20, CG23, CG29, CG1, CG7, CD4 | 10                 | 39               | 49             |
| Assignments and evaluation | CB1, CB3, CG20, CG23, CG1, CG7, CD9, H7    | 10                 | 27               | 37             |
| <b>Total</b>               |                                            | 54                 | 96               | 150            |

**11. Sistemas de evaluación:**

| Procedimiento                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Peso primera convocatoria | Peso segunda convocatoria |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|
| 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.<br>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 %                      | 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 %                      | 30 %                      |
| Short written assignments: students will work individually in four shorter written assignments that will be delivered in weeks 2, 4, 8 and 10.<br>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                                                                                                                                                | 20 %                      | 20 %                      |



|                                                                                                         |              |              |
|---------------------------------------------------------------------------------------------------------|--------------|--------------|
| ability to connect different theoretical and empirical issues, as evidenced in the short written essay. |              |              |
| Students must attend and actively contribute to all lectures, seminars and case study presentations.    | 20 %         | 20 %         |
| <b>Total</b>                                                                                            | <b>100 %</b> | <b>100 %</b> |

**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 (40%).

**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