



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 302014 **Name:** Corporate Social Responsibility

Credits: 6,00 **ECTS Year:** 4 **Semester:** 2

Module: Management and Business Organisation

Subject Matter: Business Management **Type:** Elective

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

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Module organization

Management and Business Organisation

Subject Matter	ECTS	Subject	ECTS	Year/semester
Strategic Management	24,00	Business Growth Strategies	6,00	4/2
		Entrepreneurship and Business Development	6,00	3, 4/1
		Human Resources Management	6,00	3/1
		Strategic BusinessManagement	6,00	4/1
Business Management	18,00	Corporate Social Responsibility	6,00	4/2
		Creativity and Innovation Management	6,00	3/2
		Quality Management and Environment Impact	6,00	3/1
Business	12,00	Introduction to Management	6,00	1/1
		Organisational Behaviour	6,00	2/2

Recommended knowledge

- Knowledge of the Office package and the UCVNet platform where the subject's activities and assignments are submitted.
- No activity or work will be accepted that is not submitted in a timely manner through the UCVNet platform.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field. [RAB1]
- R2 Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues. [RAB3]
- R3 Demonstrate a high degree of autonomy in learning. [RAB5]
- R4 Apply the principles derived from the concept of integral ecology in their proposals or actions, regardless of the scope, area of knowledge, or contexts in which they are proposed. [RAT2]
- R5 Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, transferring them to all academic and professional activities. [RAT3]
- R6 Be able to use Information and Communication Technologies (ICT) to search, store, process, and present information securely and efficiently, as well as to interact and collaborate with other stakeholders in academic and professional settings. [RAG1]
- R7 Be able to generate and develop new ideas and original, innovative solutions for the problems and challenges that arise in their field of study and professional environment, demonstrating initiative, flexibility, and critical thinking. [RAG3]
- R8 Be able to relate to and collaborate with others in a respectful, empathetic, and assertive manner, recognizing and valuing different disciplines, diversity, and interculturality, and managing conflicts that may arise constructively. [RAG7]
- R9 Demonstrate commitment, responsibility, and ethics in their academic and professional environment, respecting human rights, democratic principles, the environment, and legality, assuming the consequences of their actions, and promoting equal opportunities and accessibility between men and women. [RAG9]
- R10 Be able to manage change in an organization by identifying the needs, opportunities, and challenges arising from internal and external transformations, and designing and implementing the appropriate strategies, plans, and actions to achieve the desired objectives, with the commitment and participation of the people involved. [RAE5]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	15,00%	Objective Tests
	25,00%	Completion of Theoretical-Practical Activities
	10,00%	Class Attendance and Participation
	50,00%	Final Exam
	5,00%	Participation in Synchronous Communication Activities
	25,00%	Deliverable Activities
	15,00%	Periodic Evaluations Through Online Questionnaires
	5,00%	Participation in Discussion Forums
	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

- ATTENDANCE: Student attendance will be monitored for each session to be counted.
 - THEORETICAL-PRACTICAL ACTIVITIES: These activities are carried out during each session and must be submitted to the corresponding Submission Point on the UCVNet platform. Any activity submitted by any means other than the UCVNet platform will not be considered. The submission date will be before the next session; any later submission will be penalized.
 - IN-PERSON FINAL EXAM: The exam consists of the submission and oral defense of an individual project related to the general topic of the course, approved by the instructor.
 - OBJECTIVE TEST: This exam is assessed by the oral defense of the final project presented in person.
- SINGLE ASSESSMENT: In accordance with the General Regulations for the Assessment and Grading of Official Courses and UCV's Own Degrees, a single assessment is linked to the inability of students enrolled in a degree to attend class. It is, therefore, an extraordinary and exceptional



assessment system that may be opted for by those students who, with justification and accreditation, cannot submit to the continuous assessment system, and who request it from the professor in charge of the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform them of the acceptance/denial.

ARTIFICIAL INTELLIGENCE: Regarding the use of artificial intelligence (AI), it will only be permitted for the identification of fundamental concepts. Its use is not permitted for the development of work, whether related to the sessions or the final project.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.



- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M4	R1, R2, R6, R9	40,00	1,60
Practical Class M3, M4, M5, M7, M9	R2, R4, R5	20,00	0,80
Seminar M3, M4, M5	R1, R2, R8	5,00	0,20
Group Project Presentation M7	R1, R2, R8, R9	10,00	0,40
Tutoring M6	R8, R9	10,00	0,40
Evaluation M7	R1, R2, R4, R5, R6, R7	5,00	0,20
TOTAL		90,00	3,60

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M5, M9	R6, R8	20,00	0,80
Individual Work M5, M10	R3, R5, R6	40,00	1,60
TOTAL		60,00	2,40



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11, M13	R1, R6, R8, R9	12,00	0,48
Synchronous Virtual Practical Session M12, M13, M14, M16	R1, R2, R6, R8, R9	12,00	0,48
Synchronous Virtual Seminar and Videoconference M12, M19	R2, R6	12,00	0,48
In-person Assessment M17	R1, R2, R4, R5, R7	5,00	0,20
Group Work M19	R1, R6, R8, R9	5,00	0,20
Individual Work M20	R3, R5, R6	64,00	2,56
TOTAL		110,00	4,40

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M14, M17	R1, R2, R5, R6	30,00	1,20
Discussion Forums M15	R8, R9	5,00	0,20
Continuous Assessment Activities M12, M16	R5, R6, R8, R9	5,00	0,20
TOTAL		40,00	1,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
BLOCK I: INSTITUTIONAL AND CORPORATE SOCIAL RESPONSIBILITY (CSR)	<ol style="list-style-type: none">1.CSR: CONCEPT, FINES, AND TYPES OF CSR2.CSR RESEARCH METHODOLOGY3.INSTITUTIONAL AND ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)4.CSR AND SUSTAINABILITY5.CSR AND ENVIRONMENTAL MANAGEMENT
BLOCK II: CSR IN SECTORS ORIENTED TOWARDS ECONOMIC BENEFIT (PROFIT)	<ol style="list-style-type: none">1.CSR AND ENTREPRENEURSHIP2.CSR IN BANKING/FINANCE/STOCK MARKET AND CRYPTO-ASSETS3.CSR IN THE REAL ESTATE SECTOR4.CSR IN THE LEISURE AND SERVICES SECTOR5.CSR AND FASHION DESIGN
BLOCK III: CSR IN NON-PROFIT SECTOR	<ol style="list-style-type: none">1.CSR AND ARTISTIC SPONSORSHIP2.CSR IN THE EDUCATION AND UNIVERSITY SECTOR3.CSR AND VOLUNTEERING4.CSR IN NGOS AND FOUNDATIONS5.CSR AND BUSINESS AND INSTITUTIONAL DEVELOPMENT



Temporary organization of learning:

Block of content	Number of sessions	Hours
BLOCK I: INSTITUTIONAL AND CORPORATE SOCIAL RESPONSIBILITY (CSR)	15,00	30,00
BLOCK II: CSR IN SECTORS ORIENTED TOWARDS ECONOMIC BENEFIT (PROFIT)	15,00	30,00
BLOCK III: CSR IN NON-PROFIT SECTOR	15,00	30,00

References

- García del Junco, J. (2018). *Manual Práctico de Responsabilidad Social Corporativa*. Pirámide.
- García, J., Palacios, B., y Espasandín, F. (2018). *Manual práctico de RSC*. Pirámide.
- Moreno, A., Uriarte, L. M., y Topa, G. (2010). *Responsabilidad Social Empresarial*. Pirámide.
- Navarro García, F. (2012) *Responsabilidad Social Corporativa*. Ed. Escuela Superior de Gestión Comercial y Marketing (ESIC).
- Navarro, F. (2012). *RSC: teoría y práctica*. Ed. Escuela Superior de Gestión Comercial y Marketing (ESIC).
- Olcese, A., Rodríguez, M. A. y Alfaro, J. (2008). *Manual de la empresa responsable y sostenible*. McGraw Hill.
- Perdiguero T. G. (2003). *La responsabilidad social de las empresas en un mundo global*. Anagrama
- Plaza, R. (2013). *Responsabilidad Social Corporativa*. UDIMA.
- Raufflet, E., Velázquez, L. M., y Molinar, M. (2017). *Responsabilidad, Ética y Sostenibilidad Empresarial*. Addison-Wesley
- Rivera Lirio, J. M., Muñoz Torres, M. J., y Cuesta González, M. (2010). *Gestión de la RSC*. Universidad Nacional de Educación a Distancia (UNED)