



## 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:** Social Responsibility of Company

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

**Module:** Business Organization and Management

**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

### Business Organization and Management

Subject Matter	ECTS	Subject	ECTS	Year/semester
Business Organisation	24,00	Entrepreneurship and Business Initiative	6,00	4/1
		Human resources management	6,00	3/1
		Strategic Management and Company Policy	6,00	4/1
		Strategies for Business Growth	6,00	3, 4/2
Business Management	18,00	Creativity and Management of Innovation	6,00	3/2
		Quality and Environment Management	6,00	3/1
		Social Responsibility of Company	6,00	4/2
Company	12,00	Business Organisation and Management	6,00	2/2
		Fundamentals of Business Management	6,00	1/1

## 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      Locate and organize information needed to take quality and environmental management decisions.
- R2      Propose creative and appropriate alternatives to manage quality and environment in a particular organization.
- R3      Election of the way to implement a quality and environmental management system that provides greater strategic value to the organization.
- R4      Locate and organize information needed to take innovation management decisions.
- R5      Propose creative and appropriate alternatives to manage creativity and innovation in a particular organization.
- R6      Election of the way to implement an innovation plan that provides greater strategic value to the organization.



## Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.			X	
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.			X	
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.				X
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.				X
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			X	
GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.				X
CG1	Capacity of analysis and synthesis.				X
CG3	Capacity to apply knowledge into practice.				X
CG4	Capacity to handle information from different sources.				X
CG5	Oral and written communication.				X



CG6	Use of ICTs				X
CG8	Orientation to problem-solving.			X	
CG9	Decision-making orientation.			X	
CG11	Creativity and ability to generate new ideas.			X	
CG12	Initiative and entrepreneurial spirit.			X	
CG15	Interpersonal relationship skills.			X	
CG17	Ability to issue reports on specific company and market situations.			X	
CG18	Ability to obtain, from the data, valuable information for decision making.				X
CG19	Commitment, responsibility and ethical sense.				X
CG20	Development of values related to the principles of equal opportunities between men and women, universal accessibility for people with disabilities and, in general, democratic values and a culture of peace.				X

SPECIFIC		Weighting			
		1	2	3	4
CE3	Identify the functional areas of a company and their relationships (e.g. purchasing, logistics, marketing, finance and human resources)				X
CE4	Ability to develop interdisciplinary knowledge and analysis to define criteria according to which a company is defined, linking the results with the analysis of the environment.				X
CE5	Understanding of existing and new technologies and their impact on new or future markets.			X	
CE6	Change management in an organization.			X	



CE7	Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses.			X
CE8	Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system).	X		
CE14	To understand the potential impact of aspects related to the macro- and microeconomic environment and its institutions on business organizations (e.g. the monetary and financial system, domestic markets)	X		
CE15	Ability to obtain, from the data, valuable information for decision making.	X		
CE17	Application of professional criteria to the analysis of business problems.			X
CE18	Ability to integrate in any functional area of a company and develop different tasks related to its management.			X



## Assessment system for the acquisition of competencies and grading system

### In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R2, R3, R5	15,00%	Objective Tests
R1, R4	25,00%	Conduct of Theory-Practice
R1, R3, R4, R6	10,00%	Class attendance and participation
R1, R2, R3, R4, R5, R6	50,00%	Final Exam

### 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.

### Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
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5,00%	Attendance and participation in the activities of synchronous communication
25,00%	Conduct of deliverables
15,00%	Regular evaluations through online questionnaires.
5,00%	Participation in discussion forums
50,00%	Final on-site assessment.

## Observations

- ATTENDANCE AND PARTICIPATION: To calculate attendance and participation of students in the online group, it is required to be connected with the camera open. Otherwise, if the student is connected with the camera closed, attendance will not be counted.

- ONLINE DELIVERABLE ACTIVITIES: These are completed 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.

- FINAL IN-PERSON EVALUATION: The final evaluation consists of the submission of an individual project related to the general topic of the course and approved by the professor.

- PROJECT DEFENSE: An oral defense of the project will be given before the professor of the course.

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 Problem solving, commentaries, summaries to hand in periodically.
- M3 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M5 Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.
- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.
- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.



- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3, M9	R1, R2, R3, R5, R6	40,00	1,60
Practical Class M7, M9, M14	R2, R5	20,00	0,80
Seminar M14, M16	R1, R4	5,00	0,20
Group Presentation of Papers M5, M9, M16	R1, R4	10,00	0,40
Office Assistance M11	R1, R4	10,00	0,40
Assessment M13	R1, R2, R3, R4, R5, R6	5,00	0,20
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M9	R1, R4	20,00	0,80
Independent Work M9, M14	R1, R3, R4, R5	40,00	1,60
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>



## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M17	R1, R2, R3, R5, R6	12,00	0,48
Synchronous Vitual Practical Session M31	R2, R4	12,00	0,48
Seminar and Synchronous Virtual Videoconference M21	R1, R4	12,00	0,48
On-site or Synchronous Virtual Assesment M23	R1, R2, R3, R4, R5, R6	5,00	0,20
<b>TOTAL</b>		<b>41,00</b>	<b>1,64</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M25	R1, R4	64,00	2,56
Tutorial Support Sessions M27	R1, R4	5,00	0,20
Group Work M19, M29	R1, R2, R4, R5	5,00	0,20
Discussion Forum M31	R2, R5	5,00	0,20
Continuous Assessment Tasks M23	R1, R2, R3, R4, R5, R6	30,00	1,20
<b>TOTAL</b>		<b>109,00</b>	<b>4,36</b>



## 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"><li>1.CSR: CONCEPT, FINES, AND TYPES OF CSR</li><li>2.CSR RESEARCH METHODOLOGY</li><li>3.INSTITUTIONAL AND ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG)</li><li>4.CSR AND SUSTAINABILITY</li><li>5.CSR AND ENVIRONMENTAL MANAGEMENT</li></ol>
BLOCK II: CSR IN SECTORS ORIENTED TOWARDS ECONOMIC BENEFIT (PROFIT)	<ol style="list-style-type: none"><li>1.CSR AND ENTREPRENEURSHIP</li><li>2.CSR IN BANKING/FINANCE/STOCK MARKET AND CRYPTO-ASSETS</li><li>3.CSR IN THE REAL ESTATE SECTOR</li><li>4.CSR IN THE LEISURE AND SERVICES SECTOR</li><li>5.CSR AND FASHION DESIGN</li></ol>
BLOCK III: CSR IN NON-PROFIT SECTOR	<ol style="list-style-type: none"><li>1.CSR AND ARTISTIC SPONSORSHIP</li><li>2.CSR IN THE EDUCATION AND UNIVERSITY SECTOR</li><li>3.CSR AND VOLUNTEERING</li><li>4.CSR IN NGOS AND FOUNDATIONS</li><li>5.CSR AND BUSINESS AND INSTITUTIONAL DEVELOPMENT</li></ol>



## 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

### 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.
- Perdiguerro 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)