



The study guide for the course

University of Oviedo, Spain

1. Subject Identification

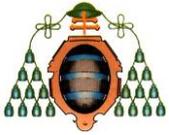
NAME	Corporate Social Responsibility		CODE	
DEGREE	Commerce & Marketing	CENTER	Faculty of Commerce, Tourism and Social Science Jovellanos	
TYPE	Optional	E.C.T.S.	6	
PERIOD	1 st Semester	LANGUAGE	English	
COORDINATOR LECTURER		PHONE/EMAIL	ADDRESS	
Eugenia Suárez Serrano		meugenia@uniovi.es	Office 251	
OTHER LECTURERS		PHONE/EMAIL	ADDRESS	

2. Context Degree

This course is part of the Degree in Commerce & Marketing. It is also part of the specific module titled Commercial Management. The subject is optional and is taught during the first semester of the fourth year of the Degree.

This subject delves, from a critical and practical perspective, in the concept of CSR as a new framework in entrepreneurial and organizational management that, through an adequate application, and refraining from cosmetics, helps to strengthen the role of organizations in the construction of a fairer and more sustainable society.

In this sense, the basic contents that make up this subject are: (a) understanding the concept of Corporate Social Responsibility, as well as the factors that condition its development, both in terms of enterprises and institutions, (b) identifying and segmenting the different stakeholders of the enterprise, (c) knowing the different areas of responsibility of an organization that validate it in the eyes of the stakeholders and society as a whole, (d) making students get closer to the main tools of responsible management and (e) analysing the strategic value of responsibility as a source of competitive advantage.



3. Requirements

To take this course there are not requirements. Nonetheless, it should be recommended to have successfully acquired the learning objectives established in the subjects *Introduction to Business* of the second semester of the first year.

4. Competencies and Learning Outcomes

According to the *Verification Report* for the *Degree in Commerce and Marketing* from the University of Oviedo, general and specific competencies that students will acquire after studying the subject of Corporate Social Responsibility are the following (the first column of the table shows the notation of each competency in the verification report):

General Competencies

CG-1	Ability for analysis, synthesis
CG-2	Ability for oral and written communication
CG-3	Learning ability
CG-6	Ability to work in teams
CG-9	Decision-making skills
CG-12	Interpersonal skills
CG-13	Recognition of diversity and multiculturalism
CG-14	Critical reasoning
CG-15	Values and ethical commitment
CG-21	Motivation for quality
CG-22	Environmental issues' awareness
CG-23	Integration of democratic values and the culture of peace in the working environment
CG-24	Integration of the principles of equal treatment and opportunities for men and women in the working environment.
CG-25	Integration of the principles of equal opportunities and universal access for disabled people in the working environment.

Specific Competencies

CE-22	Understand the instruments to integrate quality and corporate social responsibility in the firm
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Learning Outcomes

The learning outcomes that students will achieve after completing the course as stated in the *Verification Report* for the *Degree in Commerce and Marketing*, are as follows (the first column of the table shows the notation of each learning outcome in the verification report):

RA3.69	Balancing the objectives of the firm competitiveness with the objectives of its stakeholders
RA3.70	Understanding the commitment of entrepreneurial management with sustainable development
RA3.71	Identifying the main instruments of corporate social responsibility
RA3.72	Identifying the different dimensions of corporate social responsibility
RA3.73	Understanding the political and institutional initiatives for promoting corporate social responsibility
RA3.74	Identifying the different models of organizational culture

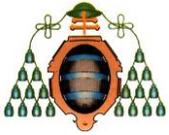
5. Syllabus

Unit 1. Fundamentals of CSR

- a. The business and society relationship
- b. The CSR concept
- c. The components of CSR
- d. CSR and Corporate Citizenship
- e. CSR and Corporate Governance

Unit 2. The Stakeholder's Approach to business

- a. The stakeholder concept
- b. Stakeholders' identification and segmentation
- c. The dialogue with the stakeholders
- d. Corporate stakeholder engagement



Unit 3. Dimensions of CSR

- a. Institutional initiatives to promote CSR
- b. Types of CSR dimensions
- c. Internal and external dimensions
- d. Economic, social and environmental dimensions

Unit 4. Instruments of CSR

- a. Corporative declarations
- b. Codes of conduct
- c. CSR Policies
- d. CSR management systems
- e. Social and environmental reports

Unit 5. Strategic Value of CSR

- a. CSR and the value chain
- b. Responsible management of intangibles
- c. Responsible management of finance
- d. Responsible management of supply
- e. Relationship between CSR and results

Unit 6. CSR as a new paradigm for firms

- a. Arguments for and against CSR
- b. Effects of CSR on the stakeholders and society
- c. Effects of CSR on the organization
- d. Transparency and sustainability
- e. The future of CSR

6. Working plan and methodology

Course schedule:



Content (topics)	Study week	Lectures	Seminars / Laboratory
Unit 1. Fundamentals of CSR	Week 1	Online lecture 17/09/2014 - 11:00 to 12:30	Literature studies
	Week 2	Online lecture 24/09/2014 - 11:00 to 12:30	Literature studies/Tutorial
Unit 2. The Stakeholder's Approach to business	Week 3	Online lecture 01/10/2014 - 11:00 to 12:30	Literature studies
	Week 4	Online lecture 08/10/2014 - 11:00 to 12:30	Literature studies/Tutorial
Unit 3. Dimensions of CSR	Week 5	Online lecture 15/10/2014 - 11:00 to 12:30	Literature studies
	Week 6	Online lecture 22/10/2014 - 11:00 to 12:30	Literature studies/Tutorial
Unit 4. Instruments of CSR	Week 7	Online lecture 29/10/2014 - 11:00 to 12:30	Literature studies
	Week 8	Online lecture 05/11/2014 - 11:00 to 12:30	Literature studies/Tutorial
	Week 9	Online lecture 12/11/2014 - 11:00 to 12:30	Literature studies/Tutorial
Unit 5. Strategic Value of CSR	Week 10	Online lecture 19/11/2014 - 11:00 to 12:30	Literature studies
	Week 11	Online lecture 26/11/2014 - 11:00 to 12:30	Literature studies/Tutorial
	Week 12	Online lecture 03/12/2014 - 11:00 to 12:30	Literature studies
Unit 6. CSR as a new paradigm for firms	Week 13	Online lecture 10/12/2014 - 11:00 to 12:30	Literature studies/Tutorial
Assessment			
Self-assessment/tests/presentations	Week 3	Online/Virtual Campus	
	Week 5	Online/Virtual Campus	
	Week 7	Online/Virtual Campus	
	Week 10	Online/Virtual Campus	
	Week 13	Online/Virtual Campus	
Final exam or presentation	Week 14	Online/Virtual Campus 17/12/2014 - 10:00 to 12:00	



Teaching activities will be of three types:

- Lectures, where fundamental contents are established and students will be guided for their self-study activities and literature studies.
- Tutorials, where key points are discussed and exercises and case studies related to the theoretical contents are solved. In addition, students' doubts and questions will also be solved.
- Evaluation Sessions, examinations will be carried on in order to assess students' acquisition of knowledge.

7. Learning material

Learning material consists of:

- scientific literature;
- additional interesting and useful literature;
- related videos;
- practical tasks;
- real time chat and discussion forums;
- presentations.

Methodology

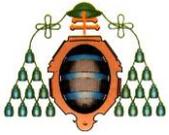
During the course, several methodologies will be employed, based on both individual tasks by the student and the interaction between the teacher and the students. To do so, every topic will include a theoretical part and a practical part.

The theoretical part will introduce the basic knowledge for the subject, as well as the concepts and bases needed to understand it. Students will complete this didactic objective by using both audio-visual means and basic materials and bibliography, needed to acquire that knowledge, which the students will have available at the Virtual Campus.

The practical part will expand the concepts developed in the theory, which will clarify and make the subject easier to understand. In these sessions, the students will be able to debate and defend arguments, solve practical cases and questions related to the syllabus. Moreover, they will be able to do practical exercises that will be evaluated by the teacher. To successfully complete this part of the subject, the student will need to revise the theoretical aspects beforehand.

8. Learning Assessment

The final mark will take into account the student's participation during the course (20%) and the individual examinations (80%). These exams may take the form of tests, questionnaires, case



analyses and presentation of essays. If the final mark is below 5 points, the student will have to take an extraordinary final exam that will have a total value of 10 points.

9. Resources, bibliography and complementary documentation

Brent D. Beal (2014): "Corporate Social Responsibility". SAGE.

Carroll, A; Buchholtz, A (2012): "Business & Society: Ethics and stakeholder management". South Western (International Edition)

Crane, A. et al. (2013): "The Oxford Handbook of Corporate Social Responsibility". Oxford University Press.

Friedman L. and Miles, S. (2009): "Stakeholders. Theory and Practice". Oxford University Press.

Husted, B; Allen, D (2011): "Corporate Social Strategy". Cambridge University Press.

Idowu, S; Leal Filho, W. (2010): "Global Practices of Corporate Social Responsibilities". Springer.