FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Corporate Social Responsibility, Ethics and Governance
Código	DOI-MESEM-552
Cuatrimestre	Semestral
Créditos	1,0 ECTS
Carácter	Obligatoria
Departamento / Área	Departamento de Organización Industrial
Responsable	José Carlos Romero Mora
Horario	Miércoles 15:00-17:00
Horario de tutorías	Consultar con el profesor
Descriptor	The objective of the course is for students to learn about the role that companies can play in meeting the challenges of global sustainability, particularly through their Corporate Social Responsibility strategies.

Datos del profesorado	
Profesor	
Nombre	José Carlos Romero Mora
Departamento / Área	Departamento de Organización Industrial
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación

The course will provide the student with a deeper understanding of the challenges our society faces in relation to the sustainability of our way of life. It will contribute to understanding what role business has to play in this collective challenge.

In a context where Corporate Social Responsibility is undergoing a deep transformation, this short course will provide the conceptual and practical tools necessary to be able to opt in the future for a position related to the environmental management of the company, or even with corporate governance.

In short, the course will provide students with the necessary skills: 1) to critically examine the notion and role of business concerning the eco-social challenges and its contribution to the common good; and 2) to understand and to put into practice sustainability management tools that enable students to develop responses to those challenges.

Although it is a subject specifically oriented to the ethical aspects that arise in the professional practice of the engineer, among the general principles that this subject takes into account are the Sustainable Development Goals and that any professional activity must be carried out from the respect to the fundamental rights and equality before the law. In this sense, it specifically promotes the respect and promotion of Human Rights and the principles of universal accessibility for

people with disabilities, as a basic condition for a society based on coexistence and dialogue.

Prerequisitos

No prerequisites required

Competencias - Objetivos

Competencias

Generic competences of the course

CGI4. Ability to manage information from an array of sources

CGP11. Critical sense (both towards others and self)

CGP12. Ethical commitment

CGS14. Ability to learn and work autonomously

CGS17. Ability to create and communicate ideas, projects and reports, solutions and problems

Specific competences of the area/subject

CEOPT01. To understand the influence that the global sustainability paradigm can exert on the role that companies play in society and how they are managed

Resultados de Aprendizaje

In short, the course will provide students with the necessary skills: 1) to critically examine the notion and role of business concerning the eco-social challenges and its contribution to the common good; and 2) to understand and to put into practice sustainability management tools that enable students to develop responses to those challenges.

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

SECTION 1: CONTEXT

- **Introduction to the eco-social crisis**
- **Introduction to environmental Ethics**

SECTION 2: THE ROLE OF BUSINESS

- **Introduction to CSR**
- **Environmental management in Business**

SECTION 3: CASE EXAMPLES

- **CSR strategies for sustainability in different companies**

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

The methodology of the course is inspired by the pedagogical approach of action research, whose bases are fully coherent wit objectives of the subject. Such approach places the emphasis on collective learning; integration of reflection and action; in proa and permanent questioning; and in other forms of human knowledge beyond the rational.

COMMENT ON THE USE OF CHATGPT OR SIMILAR TOOLS

The misuse of ChatGPT or other Generative Artificial Intelligence (GAI) will be considered a serious offence, according to the Ge Regulations of the University, art. 168.2.e: "carrying out actions aimed at falsifying or defrauding the academic performance assess systems". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take the exam i following exam session after the imposition of the sanction, in one or several subjects in which the student is enrolled, [...] apart f failing grade (0) in the respective subject, [...] [and] the prohibition to take the exam in that subject in the following exam session".
Misuse will be considered to be those situations in which critical parts of the work have been mostly developed by ChatGPT or Generative Artificial Intelligence (GAI), or those in which the GAI has been used without respecting the instructions given by the te for a specific task.

When the student has used for any course assignment that is presented orally or in writing, or both, an GAI tool, such as ChatGPT, h must indicate, in the same assignment if it is in writing, or at the beginning of his/her oral presentation, explicitly and clearly, how a what purpose he/she has used GAI, even if he/she has only used it to obtain ideas or lines of work/research, without converting into developed text. The same for images or other types of products.

All written content created with GAI must be labelled as such. Likewise, all written content that uses IAG and has been adapted/mo by the learner must also be labelled as such, as well as citing authors.
The student must also include as additional material (in annexes) the complete prompt (questions and answers) of his/her convers with GAI (ChatGPT) to generate the assignment.

Activities in classroom	Competences
Participative lectures. The teacher introduces theoretical frameworks and tools linked to the objective of the subject. Using different pedagogical resources, the lecturer acts as a facilitator, in interaction with the students, so that the main arguments and lines of thought associated to each theme emerge.	CG11, CEOPT01
Individual reflection. Oriented to training the questioning of own ideas and assumptions, to broaden the understanding of the diversity of views and arguments about the contents of the subject.	CG11, CG12, CEOPT01

Activities out of classroom	Competences
Individual research and study. Examination of the materials proposed by the teacher and other documents resulting from research work, in order to understand and reflect on the challenges posed in the subject.	CG04, CG14, CEOPT01
Critical analysis of the CSR strategy of a concrete company. The	

student will have to critically analyze the CSR strategy of a specific company and make a public presentation of the main results.	CG04, CG11, CG12, CG17, CEOPT01

RESUMEN HORAS DE TRABAJO DEL ALUMNO

IN CLASS			
Lectures	Oral presentations	Exam	
7	2	1	
OUT OF CLASS			
Individual research and study			
15			

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Assessment activities	CRITERIA	Weight
Multiple-choice test	• Demonstrates knowledge of the main concepts presented throughout the course.	45%
Assingment	• Shows critical and reflective thinking • Shows ability to search and discriminate for relevant information • Is able to prepare concise and accurate information for a diverse audience • Communicates accurately and adequately in writing	45%
Active participation in the classroom	• Communicates verbally with fluency and clarity • States opinions in a reasoned and synthetic way • Shows openness to criticism and review of own ideas • Shows interest and curiosity about the issues dealt with, beyond the evaluation	10%

Calificaciones

ADITIONAL NOTES ON THE EVALUATION

It is a necessary condition to pass the subject to obtain a minimum grade of "5" **both** in the exam and the individual work.

Those students who, for some reason, have obtained exemption from schooling, must carry out a theoretical-practical examination of all subject contents, computing only the result obtained in the examination that will have to pass at the end of the course. It will be the responsibility of the student to communicate their situation to the teacher from the beginning of the course, to be able to manage the teaching materials to cover the basic objectives of the subject from a waiver situation.

Students who have not reached a minimum mark of "5" in **all** the evaluated activities will have to attend the extraordinary examination. In this case, they must take a theoretical-practical examination together with fulfilling a plan to recover activities, which will be established by the teacher.

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Books

- Cavagnaro, E.; Curiel, G. (2012): *The three levels of sustainability*. Sheffield: Greenleaf Publishing.
- Erhenfeld, J.R.; Hoffman, A.J. (2013): Flourishing. A frank conversation about sustainability. Sheffield: Greenlieaf Publishing.
- Weybrecht, G. (2014): *The sustainable MBA. A business guide to sustainability*, 2nd edition, Chichester: Wiley.

Bibliografía Complementaria

Books

- Waddock, S.; McIntosh, M. (2011): *See change. Making the transition to a sustainable enterprise economy*, Sheffield: Greenleaf Publishing.
- McIntosh, M. (ed.) (2013): *The necessary transition. The journey towards the sustainable enterprise economy*, Sheffield: Greenleaf Publishing.
- Crane, A.; Matten, D. (2010). Business ethics, 3ª ed, Nueva York: Oxford University Press.