UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: CORPORATE SOCIAL RESPONSIBILITY AND STRATEGY

Type: ELECTIVE

Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING

Center:

Year: 1

Main language: English

Use of additional languages:

Web site:

Code: 310076

ECTS credits: 4.5

Academic year: 2023-24

Group(s): 40 10 30 20 41

Duration: C2

Second language: Spanish

English Friendly: N

Bilingual: Y

Lecturer: MARIA ISABEL GONZALEZ RAMOS - Group(s): 40 10 30 20

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Lecturer: FATIMA GUADAMILLAS GOMEZ - Group(s): 41

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Lecturer: PEDRO JIMENEZ ESTEVEZ - Group(s): 40 10 30 20

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Lecturer: JUAN FERNANDO LALLANA MORENO - Group(s): 40

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Lecturer: ROSA MARIA MUÑOZ CASTELLANOS - Group(s): 20

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2. Pre-Requisites

Basic knowledge in Advanced Strategic Management, linked to corporate and international strategies, innovation and knowledge management strategies and human resources strategies. Notions of business ethics and social responsibility.

3. Justification in the curriculum, relation to other subjects and to the profession

This course corresponds to the subject of New Trends in Strategy. It delves into the theoretical and practical aspects of corporate social responsibility and the incorporation of ethical criteria in strategic decision making. It also deals with the development and implementation of technological strategies, with emphasis on organizational and ethical aspects. This subject complements the training obtained by students in previous subjects of Advanced Strategic Management and Advanced Strategic Marketing, with emphasis on the application of business cases and experiences of managers.

4. Degree competences achieved in this course

Course competences

Code	Description
E04	Ability to analyse how the system of business objectives influences and is influenced by the different interest groups with which the company maintains relations.
E18	Ability to establish the ethical consequences of strategic decisions at all levels in the company and the company's corporate social responsibility strategy.
G02	Oral communication skills in Spanish and English for the presentation of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G03	Written communication skills in Spanish and English for the writing of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G07	Ability to understand the ethical responsibility and professional deontology of the activity of senior decision makers in the field of strategy, including aspects such as the recognition of human rights or gender issues

5. Objectives or Learning Outcomes

Course learning outcomes

Description

To recognize the practice of business strategy by virtue of new trends in this field, such as corporate social responsibility or new technologies applied to business.

To select the general strategy of the company according to different scenarios of ethics and corporate social responsibility.

To determine the general strategy of the company by taking into account its different stakeholders.

To design alternative business models for incumbent companies based on the incorporation of new information technologies.

6. Units / Contents

Unit 1: Corporate Social Responsibility (CSR)
Unit 2: Technological strategy and personal development

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E04 E18 G07	0.5	12.5	N	-	
Problem solving and/or case studies [ON-SITE]	Case Studies	E04 G03 G07	0.5	12.5	Y	Y	
Other on-site activities [ON-SITE]	Guided or supervised work		0.5	12.5	Y	Y	
Writing of reports or projects [OFF-SITE]	Case Studies	E04 G03 G07	2	50	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study	E18 G03	1	25	N	-	
		Total:	**4.5**	**112.5**			
		Total credits of in-class work: 1.5				**Total class time hours: 37.5**	
		Total credits of out of class work: 3				**Total hours of out of class work: 75**	

As: Assessable training activity
Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Practicum and practical activities reports assessment	50.00%	100.00%	The completion of the different evaluable training activities will be facilitated for students who cannot take advantage of the continuous evaluation system.
Assessment of active participation	50.00%	0.00%	
Total:	**100.00%**	**100.00%**	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject , an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

    Continuous assessment:

    The quality of the reports will be assessed, along with the attendance and participation of the students in the classroom.

    Non-continuous evaluation:

    The student will be evaluated of all the competencies associated with the different training activities of the subject by carrying out a final test whose structure and composition will be communicated by the teacher previously.

Specifications for the resit/retake exam:

The student that can not follow continuous assesment, will be evaluated of all the competencies associated with the different training activities of the subject by carrying out a final test whose structure and composition will be communicated by the teacher previously.

Specifications for the second resit / retake exam:

No specifities are considered for the second retake exam.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	12.5
Problem solving and/or case studies [PRESENCIAL][Case Studies]	12.5
Other on-site activities [PRESENCIAL][Guided or supervised work]	12.5
Writing of reports or projects [AUTÓNOMA][Case Studies]	50
Study and Exam Preparation [AUTÓNOMA][Self-study]	25

Global activity

Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	12.5
Problem solving and/or case studies [PRESENCIAL][Case Studies]	12.5
Other on-site activities [PRESENCIAL][Guided or supervised work]	12.5
Writing of reports or projects [AUTÓNOMA][Case Studies]	50
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
	Total horas: 112.5

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Profesores	Material práctico entregado en las sesiones					