

61771 - Environmental management and corporate social responsibility

Syllabus Information

Academic Year: 2020/21

Subject: 61771 - Environmental management and corporate social responsibility

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process that has been designed for this subject is based on the following:

The method chosen for the development of classes in the subject is a combination of expository class by the teacher, in which the basic aspects of the subjects to be studied, recent trends and future lines of research are transmitted; and of the exposition of commented summaries of works of literature by the students, for their later debate in class. It is established as a mandatory requirement prior to each of the sessions, the reading of the articles in the bibliography that the teacher expressly recommends. This allows the teacher to explain in more detail those aspects that have been more complex to the students, while allowing a theoretical exposition in which it is easy to promote dialogue and group discussion.

4.2.Learning tasks

The program offered to the student to help him achieve the expected results includes the following activities ...

The activities carried out throughout the classes: expository sessions, work presentations, practical classes, seminars, etc., will be conveniently announced at the beginning of the course in the Digital Teaching Ring.

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3.Syllabus

The course will address the following topics:

Section I: Environmental Management

Topic 1: Introduction to environmental economics and valuation of externalities

Topic 2: Economic instruments for environmental protection

Topic 3: Environmental Management Systems

Topic 4: Environmental Strategic behavior: Determinants and consequences.

Section II: Corporate Social Responsibility

Topic 5: The concept of Corporate Social Responsibility

Topic 6: Implementation of the 2030 Agenda in environmental matters

Topic 7: Strategic Behavior in Social Responsibility: Determinants and consequences.

4.4.Course planning and calendar

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61771&year=2020