

61771 - Environmental management and corporate social responsibility

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

3.4. Importance of learning outcomes

4. Evaluation

5. Activities and resources

5.1. General methodological presentation

5.2. Learning activities

5.3. Program

Part I: Environmental Management Item 1: Introduction to environmental economics and valuation of externalities Item 2: Economic instruments for environmental protection Item 3: Environmental Management Systems Item 4: Environmental Strategic behavior: Determinants and consequences. Part II: Corporate Social Responsibility Item 5: The concept of Corporate Social Responsibility Item 6: Implementing measures of corporate social responsibility

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

5.4.Planning and scheduling

5.5.Bibliography and recommended resources