

61771 - Environmental management and corporate social responsibility

Información del Plan Docente

Academic Year	2017/18
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.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

5.2.Learning tasks

5.3.Syllabus

The course will address the following topics:

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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: Implementing measures of corporate social responsibility

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

5.4.Course planning and calendar

5.5.Bibliography and recommended resources