

27535 - Corporate Governance and CSR

Información del Plan Docente

Academic Year	2018/19
Subject	27535 - Corporate Governance and CSR
Faculty / School	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

The subject and its expected results meet the following approaches and objectives:

It is intended that the student knows the concept of social responsibility as well as guidelines and standards used by the company to communicate its actions in this matter. Subsequently, the student is introduced into aspects of corporate governance, both listed companies and unlisted. Since the appearance of the first financial scandals, Corporate Governance has become one of the issues more seriously debated in our time as it seeks to protect the rights of investors and society in general, in addressing issues such as transparency, good faith, ethics, equity, etc. It seeks to meet the objectives of the Corporate Governance, and explains to what extent the Corporate Governance models differ from one country to another, influenced by the different regulatory models. The situation of Corporate Governance in Spain as well as Codes of Good Governance it will be analyzed. It emphasizes how the adoption of principles good governance has a positive impact on business results. Attention to the particularities of Corporate Governance that affect unlisted companies, in particular family businesses, public sector, non - profit organizations and SMEs is provided.

1.2.Context and importance of this course in the degree

It is part of Module 1. "Environment, Economy and Enterprise" in Grade of Finance and Accounting, in Matter 3 "Legal Context and Social Responsibility". Total matter 3 contains 21 ECTS where it is intended that students can form on the following topics proposed: government of the company; power structures and codes of Good Governance; Social financial accounting and environmental; Social Financial products and alternative content; microfinance; introduction to law and administrative law.

The contribution of this subject at FICO Graduate consists mainly provide capabilities for responsible management that goes beyond the consideration of purely economic aspects, so that it is aware of the importance of a multi-stakeholders, where all groups who they have interests in the company are taken into account when making decisions. Subsequently, the course focuses on a specific conflict of interest existing between owners and managers. Grade students must know this conflict because, in some cases work supporting the interests of owners and others take the role of managers. Change of values that society has suffered, have not been outside finance, as well as strictly economic criteria, other social and environmental values are incorporated, we find a new model of finance, ethical and social finance. Students need to know their existence, because it adds a new dimension to the work, not just about getting a job, but to decide whether the company they work shares the same values as their employees.

1.3.Recommendations to take this course

It is recommended that students taking this course are interested in the changes that are taking place in the society in which they live, who want to know more about the social implications of business activities, and existing proposals to change the way who run the organizations. It is also highly recommended class attendance and that dedication to study is needed high willingness to learn and sensitivity to the problems and conflicts of interest that arise in the company.

2.Learning goals

2.1.Competences

To pass the course, the student will be responsible for:

Specific skills

E.1 Understanding the nature of the company and institutions, their relationship with the economic, legal, social and environmental surroundings and incidence thereof on the financial and accounting areas of organizations.

E.2 Understand the contexts in which finance and accounting They relate individually and jointly with other functional areas of organizations.

Transversal competences

G3- Ability to decision.

G12- Being able to recognize and address ethical dilemmas and social responsibility properly.

G14.- Maintaining a proactive attitude in matters of interest to the society, with impact on sustainable development issues.

2.2.Learning goals

The student, overcoming this subject, will achieve the following results:

- Have a broad vision of the concept of Corporate Responsibility.
- Identify the main *stakeholders* of an organization.
- Understand and analyze the different tools used by companies to communicate their social responsibility.
- Understand the different views on the concept of corporate governance prevailing in the world.
- Know what the agents involved and the mechanisms of governance of listed companies and the laws governing them are.
- Know the origins of current Codes of Good Governance and recent developments as well as some good business practices.
- Know and understand the origin and consequences of financial scandals.
- Know how to identify differences Governance in between listed and unlisted companies.
- Know the main Corporate Governance instruments serving family businesses, government agencies, nonprofit organizations and SMEs.
- Confirm how organizations (and individuals) incorporate other criteria than economics in their decision making.
- Being able to adopt values and ethical behavior in solving business problems and how organizations are run.

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- Joining up educational success and social commitment: learning to be competent being useful to others, learning by doing a service to the community.

2.3.Importance of learning goals

The subject has a broader view of the concept of company, which takes into account that in the company there are conflicting interests that have to be known and tried to satisfy. In Aragón there is a Social Responsibility Plan and, at this moment, more than 500 companies have requested to participate in it, which shows the degree of interest in these issues. People who are trained in them, who know the instruments and tools that are used, will have a better chance of entering this new niche of employability. In addition, in this subject not only content is taught but also through other activities, such as ApS, is also intended to provide training in values, which is positively valued by companies.

3.Assessment (1st and 2nd call)

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

The student must demonstrate that it has achieved the intended learning outcomes by any of the two systems of evaluation are presented below:

First call:

- **Continuous assessment** through regular and active participation in the various activities carried out, which is specified in the following:

- a) Three tests are conducted individual on the theoretical course content during school hours, the weight of which represent the 40% of the final grade for the course.
- b) Activities and work related to the theory (10% of the final grade) and participation in the role play called "Ethica" (15% of the final grade).
- c) The works related to the viewing of documentaries and films will have a weight of 15% of the final grade.
- d) Service-Learning Activity-(ApS), held in groups outside the classroom (15% of the final grade).
- e) Finally, the assessment that makes the receiving entity of ApS about the student's participation, represent the 5% remaining of the note.

The continuous assessment system will only apply to the first call of course.

- **Global assessment**

The student who does not opt for the evaluation continuous to, do not pass the subject by continuous or want to improve your rating assessment, is entitled to present to the global test in the firstcall, which consist go on a theoretical and practical written test of 10 points to be held on the dates indicated in the calendar approved by each center. The test consists of: theoretical and practical questions about the contents displayed on the subjects (45% of total); practical work and resolve, the type made over the course (35% of total) case; respond to a test and short questions about the contents of documentaries and/or movies, previously shall be viewed (20% of total).

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The normative Testing is available in <http://unizar.es/servicios/coord/evalu/evalu.html>

In the Second Call the assessment will be carried out by the global assessment criteria.

Endpoints: The exercises requested to resolve during the course and the resolution of the final theoretical and practical examination will be valued by the teachers taking into account both the accuracy and thoroughness of responses as the student's expository ability.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented such as:

- Attend classes.
- Reading and study of bibliographical material indicated in this course.
- Work readings and case studies throughout the course propose the teacher, responding to questions raised.
- Performing works on issues related to the agenda.
- Conduct a Service-Learning activity (ApS), attempting to unite learning with social commitment.
- Viewing movies and documentaries related to the contents of the subject.
- Simulation scenarios: Participation in RPG "Ethica".
- Consultation of doubts and difficulties encountered in the study of different topics.

For better use of classes it is recommended that the student conduct a first reading of the bibliographic material of each chapter prior to the explanation in class of the item as well as a more careful reading after the explanation and in the process of realization exercise and work.

4.2. Learning tasks

The training activities are intended to stimulate and exercise the students in the rigorous study and critical analysis of the various aspects of the agenda. To achieve this objective the following basic teaching resources are proposed:

- Lectures, in which the professor exposes the fundamental concepts of each topic and examples that illustrate the content will be presented.
- Practice sessions, three types of different learning activities will be addressed: readings and cases discussed in groups and individuals; viewing of documentaries and films to be worked through discussions and objective tests to assess their understanding, etc; RPG where students take on the role of consumers or banks decide their investments and agreements with its own scale of values.
- Activity Service-learning (ApS) is performed to outside the classroom and aims to put students in practice the skills acquired in the subject in an activity useful for a particular organization, a group or society in general. The working methodology will be to plan the activity, develop outside the classroom and evaluate the results of it, exposing them to the other fellow. Before planning, it is needed teacher approval to perform the activity.

4.3. Syllabus

The course will address the following Topics:

- Topic 1: Introduction to Corporate Social Responsibility
- Topic 2: Fundamentals of Corporate Governance
- Topic 3: Corporate Governance in Spain
- Topic 4: Corporate Governance in listed companies: codes of good governance and good practices

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- Topic 5. Ethical Codes and financial scandals
- Topic 6. Corporate Governance in unlisted private companies, public and, and third sector

4.4.Course planning and calendar

The schedule of sessions will be made public on the website of the center, the presentation of papers and other activities will be communicated by the responsible teacher in class and Moodle.

Activities and communicate key dates through class and Moodle web-platform at the beginning of the academic year of the course. Dates of final exams can be found on the website of the Center.

The course has two distinct parts. Corresponding to the theoretical content and it is corresponding to the practices and exercises related directly with the theory. In practice sessions will be screened documentaries and films related to the concepts developed in the theory. Apart from this, a role playing game called "Ethica" will take place in practice sessions. and Finally, this year, as a new element, an activity-experience "Service-Learning" type (ApS) will be included to be held outside the classroom.

4.5.Bibliography and recommended resources