

61771 - Environmental management and corporate social responsibility

Syllabus Information

Academic Year: 2019/20

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

4.2.Learning tasks

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=2019