

Syllabus

Subject

Subject / Group	11467 - CSR in Tourism Firms / 1
Degree	Master's Degree in Tourism Management and Planning
Credits	3
Period	Second semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Aleix Calveras Maristany (Responsible) aleix.calveras@uib.es	15:00	16:00	Monday	10/09/2018	28/06/2019	DB106 / Edifici Jovellanos

Context

Firms have a central role in today's society and must be prepared to respond to the different demands placed on them by a diverse group of stakeholders (consumers, workers, NGOs, etc.). Fortunately, there are increasingly more examples from the business world showing that profit maximization and creating value for shareholders is compatible with corporate policies that also favor social and environmental objectives. So, this course objective is to provide the necessary training in order to ensure that these business examples of corporate social responsibility (CSR) are increasingly numerous in the tourism industry, with its specificities in relation, for instance, to the social and natural environment.

Requirements

No pre-requisites.

Skills

Specific

- * CE11. Ability to develop integral business plans. .
- * CE12. Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm. .
- * CE14. Learn the internal operational structure of the different management areas of tourism firm (operations, finance, sales and distribution, human resources, etc.) as well as their stakeholder management

Syllabus

(interactions, conflicts, etc.), to lead to a sustainable competitive advantage from its integration into the strategic management. .

- * CE5. Know the fundamentals and principles of management of the main intangible assets in the tourism sector and apply them to the achievement of a sustainable competitive advantage. .

Generic

- * CG2. Know how to work in a team and deal with problematic situations in a collaborative way. .

Transversal

- * CT3. Oral and written communication in English. .
- * CT6. Being able to take decisions and solve problems. .

Basic

- * You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

This course presents and analyzes rigorously the concept of corporate social responsibility (CSR) in the tourism industry, discusses issues such as business ethics and reputation, and provides the necessary tools so that firms can incorporate the key elements of social responsibility in the planning, management and organization of their activities. Likewise, the course studies the reporting and communication of information concerning the social and external behaviour of the firm, as well as the public policies to promote corporate social responsibility at the Spanish, European and local level.

Range of topics

1. An introduction to CSR
Concepts. CSR and competitive advantage. Public policies.
2. CSR dimensions
Corporate governance, supply chain, human resources, responsible marketing, ethical finance, etc.
3. CSR management systems
Implementing CSR. CSR management standards and stakeholder engagement.
4. Social and environmental reporting
Social accounting. CSR reporting. Reporting standards and rules.

Teaching methodology

The methodology includes lectures, practical classes with case studies, readings and exposition of academic papers, and possibly invited lectures by professionals from the industry. The evaluation will consist of classroom activities such as exercises and case studies, and objective tests. Notably, and in order to encourage personal autonomy and work by the student, the course will be part of the Campus Extens project which incorporates the use of telematics to university education. In the website, students will have at their disposal online communication tools as well as the teaching material in the form of electronic documents, etc.

Syllabus

In-class work activities (0.72 credits, 18 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	Teaching the theoretical core concepts.	10
Assessment	Practices	Large group (G)	Class discussion of diverse material and readings. It counts for 30 % of the overall mark. Non-recoverable.	6
Assessment	Exam	Large group (G)	Written exam. It counts for 70% of the overall mark. It's recoverable	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (2.28 credits, 57 hours)

Modality	Name	Description	Hours
Group or individual self-study	Self-study	The student will study the theory, and will work, individually and/or in group, in the resolution of exercises, case studies, and possibly will write a paper on some issue related to the core topics of the course.	57

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Syllabus

Practices

Modality	Assessment
Technique	Objective tests (non-retrievable)
Description	Class discussion of diverse material and readings. It counts for 30 % of the overall mark. Non-recoverable.
Assessment criteria	Cases and presentations. Includes various exercises, case discussions, or essays, It counts 30%. The specific task, as well as its timing, will be specified in class and in the course website.

Final grade percentage: 30%

Exam

Modality	Assessment
Technique	Short-answer tests (retrievable)
Description	Written exam. It counts for 70% of the overall mark. It's recoverable
Assessment criteria	Written exam

Final grade percentage: 70%with a minimum grade of 4

Resources, bibliography and additional documentation

Basic bibliography

Heal, Geoffrey, 2008, WHEN PRINCIPLES PAY. CORPORATE SOCIAL RESPONSIBILITY AND THEBOTTOM LINE, Columbia University Press.

Complementary bibliography

It will be provided in the course website.

