



**SUBJECT SYLLABUS
ACADEMIC OVERVIEW**

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Social Responsibility
PROGRAM: Bachelor of Administration & Service (BA&S)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Quality & Service		
SEMESTER	fifth		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	2		
CLASSROOM HOURS PER WEEK	2		
PRE-REQUISITES	None		
LANGUAGE	Spanish		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Readings in foreign languages • Development of research tasks about intercultural aspects • International cases are used and compared against national reality • Development of projects with international or intercultural focus • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	To acquire knowledge about SR and its historical development in the national and global context. To consolidate concepts' knowledge such as governance and citizen participation in the field of SR. To reach the capacity to generate, monitor and evaluate SR proposals. And to develop students' social ethics.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Appreciating the concept of Social Responsibility, analyzing its historical development and recognizing the legal framework in which it is developed and applied in Colombia.	Knowledge	ILO 01 ILO 02 ILO 04 BA&S ILO06 BA&S ILO07

	<p>Identifying and applying tools for SR application. Handling methodologies for formulating a SR proposal.</p>	<p>Skills</p>	<p>ILO01 ILO02 ILO04 ILO05 BA&S ILO06 BA&S ILO07</p>
	<p>Defining a model for monitoring and evaluating SR proposals. Formulating management, results and impact indicators for SR.</p>	<p>Context</p>	<p>ILO01 ILO02 ILO04 ILO05 BA&S ILO06 BA&S ILO07</p>
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BA&S ILO06: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&S ILO07: Understand transformational leadership to improve organizations and human resource development.</p>		
<p>COURSE CONTENTS</p>	<p>Concept and types of Social Responsibility. Stakeholder Theory. Historical development of Social Responsibility in Latin America and Europe.</p> <p>Corporate social responsibility and SR of NGOs.</p> <p>Ethics of Social Responsibility. Principles and values.</p> <p>SR policies and strategies issued from the Colombian government.</p> <p>Targeting of vulnerable populations in Colombia. General system of participations.</p> <p>Governance and citizen participation. Entrepreneurship and innovation in inclusive businesses.</p> <p>Logical Framework Methodology for the development of a SR proposal.</p> <p>Elaboration of business plans. Canvas application.</p>		

	<p>Socially Responsible businesses in Colombia. Mapping of businesses by economy sectors.</p> <p>Application of knowledge in SR proposals.</p> <p>Tools and strategies for developing SR in social and entrepreneurial environments. ICT as tools for socio-business development.</p> <p>Indicators of social management, results and impact of SR.</p> <p>Social and legal characteristics of NGOs in Colombia. Fundraising and fundraising tools.</p>
METHODOLOGY	<p>Case study</p> <p>Workshop</p> <p>Students' Presentations</p> <p>Practical Exercises</p>
ASSESSMENT	<p>The evaluation is qualitative. All works and midterm exams are oriented to understanding, analysis and application of diverse topics to real contexts. For the first term, works are 10%, and the written test is 20%. For the second term, individual and group work is equivalent to 10% and the midterm exam, to 20%, with the elaboration of a digital product on the corporate SR topic. For the third term, students prepare an article about SR that is equivalent to 10% and a workshop on corporate SR with the participation of companies and NGOs working in the SR framework; this workshop is worth to 30% and it's equivalent to the final exam. C1, C2 and C3 will be evaluated through workshops, quizzes, applied work (project learning) and written tests.</p>