

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Social Responsibility (962506)

PROGRAM:

Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY:

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme		Semester		
	BA&S		5		
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	48
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Know and master the theories and principles of administration.• Know the theories of service and quality.• Know the organizational theories.				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">• National and international standards, policies, regulations and mores related to the professional field.• Vocabulary and technical language to communicate in different cultural contexts.• International Guests• Courses linked to international challenges or projects with teams composed by both international faculty and students.				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality					
COURSE DETAILS						
COURSE DESCRIPTION	This subject enhances in the student the acquisition of knowledge and analytical thinking of the service administrators on Social Responsibility, its historical development in the national and global context, on the other hand, consolidate the understanding of concepts such as governance and citizen participation in the field of Social Responsibility; in this way to achieve the capacity to generate, monitor and evaluate Social Responsibility proposals within organizations; lastly, it hopes to develop students' social ethics.					
KEY WORDS:	Social Responsibility, Ethics, Corporate Governance.					
COMPETENCES DEVELOPED	EICEA ILOS or Program me ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO04	Distinguishes the concept of SR, analysing its historical development and recognizing the legal framework in which SR is developed and applied in Colombia.	Knowledge	<ul style="list-style-type: none">• Link between Social Responsibility and the Service• Concept and types of Social Responsibility: Social Responsibility goes beyond the Law, connects with the core of the business and is approached from an environmental, social and economic point of view.• Identification of Social Responsibility Practices• Historical development of Social Responsibility• Communication of SR and Accountability	Theoretical Class	Summative Assessment
	ILO01 ILO02 ILO04 ILO06 BA&S ILO07	Defines a model for monitoring and evaluating SR proposals. Formulates management, results and impact indicators of SR.	Skill	Exhibitions: <ul style="list-style-type: none">• Policy for targeting vulnerable populations in Colombia.• General system of participations.• Governance and citizen participation.• Entrepreneurship and innovation in inclusive business• Social and legal characteristics of NGOs in Colombia.• Fundraising and tools to attract resources• Application of knowledge in SR proposals	Projects Based Learning	Formative Assessment

	ILO01 ILO02 ILO04 ILO06	Applies tools for SR application. Handles methodologies for the formulation of a SR proposal.	Skill	<ul style="list-style-type: none"> • Sustainability Reports - Global Reporting Initiative (GRI) and its indicators • ISO 26,000 and its core subjects • Theories of Interest Groups • AA1000 (Accountability) - Mapping of cases: Davivienda, Avianca, Hospital Pablo Tobón Uribe, Aviatur, Casino Santa Fe • Responsible consumption 	Theoretical Class	Summative Assessment
	<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>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BA&S ILO07: 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>					
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Orjuela, S. (2011). La Comunicación en la gestión de la Responsabilidad Social Empresarial. https://www.researchgate.net/publication/267226223_La_Comunicacion_en_la_gestion_de_la_Responsabilidad_Social_Empresarial • GRI https://www.globalreporting.org/Pages/default.aspx • ISO 26.000 (2011) • Informes de Sostenibilidad Bavaria, Alpina, Davivienda, Hospital Pablo Tobón Uribe, Avianca, Casino Santa fe y Aviatur • ISO 26.000 • Olcese, A. (2009) Manual de la Empresa Responsable y Sostenible. Mc Graw Hill • Vives, A. (2017). La RSE en Perspectiva. La responsabilidad social de la empresa ante la sociedad: la RSE y sus variantes. pp 27 - 39) • Correa, M. E., Flynn, S., & Amit, A. (2004). Responsabilidad social corporativa en América Latina: Una visión empresarial. Santiago: Naciones Unidas, CEPAL, División de Desarrollo Sostenible y Asentamientos Humanos. • United Nations Global Compact. (2008). AFTER A SIGNATURE A Guide to Engagement in the United Nation Global Compact. 					

- Recuperado de: https://www.unglobalcompact.org/docs/news_events/8.1/after_the_signature.pdf
- Lozano, J. (2007). Promoción Pública de la Responsabilidad Social Empresarial. Ekonomiaz #65.

COMPLEMENTARY LECTURES

- Kliksberg, B. (2009). Responsabilidad Social Corporativa (RSC). Una agenda para América Latina. Telos, Vol. (79). Benbebiste, S. (2002). El alcance del concepto de la Responsabilidad Social Corporativa de acuerdo a los organismos internacionales promotores del tema. Recuperado de: http://www.cyta.com.ar/biblioteca/bddoc/bdlibros/rse/334_rsc.pdf
- C.K. Prahalad and Stuart L. Hart. (2002). The Fortune at the Bottom of the Pyramid. <https://www.strategy-business.com/>