

Academic year	2015-16
Subject	11467 - CSR in Tourism Firms
Group	Group 1, 2S
Teaching guide	A
Language	English

Subject identification

Subject	11467 - CSR in Tourism Firms
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 2S (Campus Extens)
Teaching period	Second semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Aleix Calveras Maristany aleix.calveras@uib.es	11:00	12:00	Tuesday	07/09/2015	25/07/2016	DB106 - Cita per email
	14:00	15:00	Tuesday	14/09/2015	31/01/2016	DB008 JOVELLANOS
Patricia Horrach Rosselló patricia.horrach@uib.es	14:00	15:00	Monday	01/02/2016	30/09/2016	DB008 JOVELLANOS

Contextualisation

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..

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- * 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 (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.

Theme content

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



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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.

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	Teaching the theoretical core concepts.	12
Practical classes	Practices	Large group (G)	Class discussion of diverse material and readings.	6

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 Campus Extens platform.

Distance education work activities

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

Lectures

Modality	Theory classes
Technique	Objective tests (retrievable)
Description	Teaching the theoretical core concepts.
Assessment criteria	Exam I: a partial exam in the first half of the fifthclass, namely, on April 6th, covering all material seen up to that moment.

Final grade percentage: 35%

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Practices

Modality	Practical classes
Technique	Objective tests (retrievable)
Description	Class discussion of diverse material and readings.
Assessment criteria	Exam II: a partial exam on the last class, April 22nd, covering all material seen after exam I.

Final grade percentage: 35%

Self-study

Modality	Group or individual self-study
Technique	Papers and projects (non-retrievable)
Description	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.
Assessment criteria	Includes two exercises, case discussions, or essays, one per professor. Each one counts 15%. The specific task, as well as its timing, will be specified in class and in the course website.

Final grade percentage: 30%

Resources, bibliography and additional documentation

Basic bibliography

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

Complementary bibliography

It will be provided in the course website.

