

Academic year	2017-18
Subject	11467 - CSR in Tourism Firms
Group	Group 1, 2S
Syllabus	A
Language	English

### Subject

<b>Name</b>	11467 - CSR in Tourism Firms
<b>Credits</b>	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
<b>Group</b>	Group 1, 2S (Campus Extens)
<b>Period</b>	Second semester
<b>Language</b>	English

### Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Aleix Calveras Maristany <a href="mailto:aleix.calveras@uib.es">aleix.calveras@uib.es</a>	11:30	12:30	Monday	11/09/2017	02/07/2018	DB106
	13:00	14:00	Tuesday	11/09/2017	11/02/2018	Subdirecció- Arxiduc Lluís Salvador. Turisme
Patricia Horrach Rosselló <a href="mailto:patricia.horrach@uib.es">patricia.horrach@uib.es</a>	12:00	13:00	Wednesday	11/09/2017	11/02/2018	DB008 Jovellanos
	13:00	14:00	Monday	12/02/2018	09/09/2018	DB008 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

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### 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 (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/](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. 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.

## In-class work activities

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



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### Exam

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

Final grade percentage: 70% with minimum grade 4

### Practices

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Modality	Assessment
Technique	Objective tests ( <b>non-retrievable</b> )
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%

### Resources, bibliography and additional documentation

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#### Basic bibliography

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

#### Complementary bibliography

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It will be provided in the course website.

