

Course unit title: CORPORATE SOCIAL RESPONSIBILITY

Course unit code: 1-03

Type of course unit: compulsory

Level of course unit: second cycle

Year of study: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: PhD Pedro Mendonça

Objectives

Corporate social responsibility (CSR) is a concept that emerges in organizations, in particular business, as a reaction to social imperatives. Many are the cases that reveal a lack of social awareness by corporations. Environment, labor, justice or social inclusion are some of the questions that arise when it comes to CSR.

Understand the role of organizations in this context is not only essential for their survival but also for the improvement of the community living conditions. Organizations must find models of social integration, overcoming the paradigm that places them in a different locus from society.

Marketing and communication emerges as factors that are called for new roles in this context, which are not restricted to the traditional aspects - for example, in understanding social contexts or encouraging transparency.

This subject aims to address these issues by making a contextualization of the ethical challenges of today, and the various theories in that matter. It seeks to create a context for discussion of these issues, indicating also some tools for CSR.

Learning outcomes of the course unit

1. Understand the concept of ethical responsibility in a new context;
2. Realize the importance of corporate social responsibility towards the effects of business activity;
3. Take account of different theoretical approaches to this issue;
4. Understand and apply various forms of integration and social intervention;
5. Contextualize the role of marketing and communication in this context;
6. Apply corporate social responsibility to marketing and communication.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Evolution of the concept of Social Responsibility; Vectors of Corporate Social Responsibility; Management and Communication of Corporate Social Responsibility; Integration of Corporate Social Responsibility in the economic structure of the company; Valuation of intangibles.

Recommended Reading

COMISSÃO EUROPEIA (2001) *Livro Verde: promover um quadro europeu para a responsabilidade social das empresas*, Bruxelas.

CRANE. A. (2001) "Unpacking the Ethical Product", *Journal of Business Ethics*, 30.

HIGUCHI, A. e D. Vieira (2012) "Responsabilidade social corporativa e marketing social corporativo: uma proposta de fronteira entre estes dois conceitos", *Maringá*, v. 34, n. 1.

JONAS, H. (2006) *O princípio da responsabilidade: ensaio de uma ética para a civilização tecnológica*. Rio de Janeiro: Contraponto: Ed. PUC-Rio.

MÓNICA, D., C. Neto e P. Gonçalves (2008) “Responsabilidade Social Empresarial: oportunidades perdidas para trabalhadores e empregadores”, *RBGN*, Vol. 10, nº 8.

PORTER, M. E. e M. R. Kramer (2006) “Strategy & Society: the link between competitive advantage and corporate social responsibility”. *Harvard Business Review*. December.

GRACE (2004) *Primeiros Passos: guia prático para a responsabilidade social das empresas*.

TOMIELLO, N. e J. Guivant (2012) “Modernização ecológica e responsabilidade social empresarial”, *Revista de Gestão Ambiental e Sustentabilidade*, v. 1, p 145-171.

Planned learning activities and teaching methods: Theoretical-practical lessons

Language of instruction: Portuguese - English