Universida_{de}Vigo

IDENTIFYING DATA
Knowledge Management and Corporate Social Responsibility

Subject	Knowledge Management and Corporate Social Responsibility
Code	P04M125V01203
Study programme	(*)Máster Universitario en Dirección Pública e Liderado Institucional

Descriptors	ECTS Credits		Choose	Year	Quadmester
	3		Mandatory	1st	2nd

Teaching language	Spanish
Department	
Coordinator	Dopico Parada, Ana Isabel García-Pintos Escuder, Adela
Lecturers	Dopico Parada, Ana Isabel García-Pintos Escuder, Adela
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General description	Analyse the concept of management of the knowledge, giving to know the main processes that constitute it as well as study the importance of the measurement of the intellectual capital and his application. Do an approximation to the concept and dimensions of the Corporate Social Responsibility (*RSC), giving to know the tools of indispensable management for the set up of a strategy of RSC and the systems of measurement and evaluation more appropriate.

Competencies
Code	
A4	(*)Que os estudantes saiban comunicar as súas conclusións, e os coñecementos e razóns últimas que as sustentan, a públicos especializados e non especializados dun xeito claro e sen ambigüidades.
B1	(*)Capacidade de fomentar, en contextos académicos e profesionais, o avance do coñecemento no eido da xestión pública a través dunha investigación orixinal.
B6	(*)Habilidade para deseñar, crear, desenvolver e emprender proxectos innovadores no eido da xestión pública e das ciencias sociais en xeral.
B7	(*)Capacidade para xerar novas ideas (creatividade) que permita o avance do coñecemento da xestión pública.
C14	
D5	(*)Habilidade de aprendizaxe autodirixida e traballo autónomo no eido das ciencias sociais.

Learning outcomes
Expected results from this subject	Training and Learning Results
Boost, in academic and professional contexts, the advance of the knowledge in the field of the public management through an original investigation.	B1
Know and have of criteria based for the election and application of components normalised.	
Design, create, develop and undertake innovative projects in the field of the public management and social sciences in general.	B6
Generation of new ideas (creativity) that allow the knowledge´s advance in the public management.	B7
Develop a selflearning and autonomous work in the field of the social sciences.	D5
Know the fundamental paper that exert the people inside an organisation like subjects of knowledge to reach his excellence	C14
Capacity to communicate the conclusions, and the knowledges and reasons last that the *sustentan, to skilled publics and no specialised of a clear way and without ambiguities.	A4

Contents

Topic	
Subject 1. Knowledge management and intellectual capital.	1. Introduction. 2. Definition of knowledge. 3. Knowledge as strategic resource. 4. Nowledge management models 5. Intellectual capital 6. Measurement models of intellectual capital.
Subject 2. Introduction to the Corporate Social Responsibility (RSC)	1. What is the RSC? Definition and context of development. 2. Why the organisations have to be socially responsible? 3. Who have to assume responsibilities? The concept and analysis of the stakeholders. 4. Which is the role of the Public Administration in the RSC? 5. How it develops the RSC in an organisation? Models of best practices. 6. The communication of the RSC through the memories of sustainability.

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	0	5	5
Tutored works	0	70	70

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	The activities will consist in reading the documentation and bibliography recommended by the teacher with main of the student have an overview of contents and the state of the art of the most notable appearances of the subject.
Tutored works	Task 1: The activity will consist in the realisation of an individual work (or in group of two people) on management of the knowledge in a department, service or pertaining unit to a public organism. This department, service or unit will be to chosen by the student, whose proposal has to be validated by the teacher. Task 2: The activity will consist in the realisation of an individual work (or in group of two people) about the Corporate Social Responsibility of a public organism that it will have to be validated by the teacher.

Personalized attention

Methodologies	Description
Tutored works	Help and support to students by the teacher in relation with some appearance of the matter (content and/or work), as well as attention to his needs and queries related with the study and/or subjects linked with the discipline, providing him orientation, support and motivation in the process of learning. This activity will develop of form no face-to-face (through the email or of the virtual campus)
Introductory activities	Help and support to students by the teacher in relation with the subject contains, as well as attention to his needs and queries related with the study and/or subjects linked with the discipline, providing him orientation, support and motivation in the process of learning. This activity will develop of form no face-to-face (through the email or of the virtual campus)

Assessment

	Description	Qualification		Training and Learning Results		
Tutored works	TASK 1 And TASK 2	100	A4	B1 B6 B7	C14	D5

Other comments on the Evaluation

The final qualification is delivered in 50% by each task.

Each one of the activities will have two terms of delivery. Finalised the first term, the professors will review the works and will propose to students a series of corrections that will have to realise for the final delivery, the one who will be described to assign the final note.

To pass the matter will be necessary to realise the two tasks proposed.

Other comments and second announcement:

- The information on the evaluation activities is available in Faitic, in "evaluation".
- Students will have option to present to the announcement of June-July from the adaptation that of these activities realise the educational and whose content will be hanged of the platform.

Sources of information

Basic Bibliography

De la Cuesta, M. y Valor, C., **Responsabilidad social de la empresa. Concepto, medición y desarrollo en España**, Nº 2755, Boletín ICE Económico, 2003

De la Cuesta, M. y Valor, C., **Promoción institucional de la RSC**, 2779, Boletín ICE Económico, 2003

FERNÁNDEZ, J.L. Y BAJO, A, **La Teoría del Stakeholder o de los Grupos de Interés, pieza clave de la RSE, del éxito empresarial y de la sostenibilidad**, nº 6, Vol 6, Revista Internacional de Investigación en Comunica, 2012

Complementary Bibliography

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Fernandez Sanchez, E.; Montes Peon, J. M y Vazquez Ordas, C. J., **Los recursos intangibles como factores de competitividad de la empresa**, 20, Dirección y Organización, 1998

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FREEMAN, R.E., **Strategic Management: A stakeholder approach**, Boston: Pitman., 1984

Ibarra Mirón, S. y Suárez Hernández, J., **La teoría de los recursos y las capacidades un enfoque actual en la estrategia empresarial**, 15, Anales de estudios económicos y empresariales,, 2002

MITCHELL, R., AGLE, B. Y WOOD, D, **Toward a theory of stakeholder identification and salience: defining the principle of who and what really counts**, Vol. 22, nº 4, The Academy of Management Review, 1997

Peluffo A., M. B. y Catalán Contreras, E., **Introducción a la gestión del conocimiento y su aplicación al sector público**, 2002

PUIG CAMPMANY, M. Y MARTÍNEZ HERNÁNDEZ, A. J, **La responsabilidad social de la Administración. Un reto para el siglo XXI. Colección Estudios**, 2, Serie Desarrollo Económico, 2008

RIVERA LIRIO, J.M, **Gestión de la RSC**, Netbiblo,

Rodríguez Gómez, D., **Modelos para la creación y gestión del conocimiento : una aproximación teórica**, 37, Educar, 2006

Recommendations