UniversidadeVigo

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.			

Skills

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
(*)Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.	
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. Knolwedge management.	1. Introduction. 2. Definition of the term knowledge. 3. Knowledge like strategic resource. 4. Knowledge management model.
Subject 2. Introduction to the Corporate Social Responsibility (CSR)	1. What is the CSR? 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 CSR? 5. How it develops the CSR in an organisation? Models of best practices. 6. The communication of the CSR through the memories of sustainability.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	0	25	25
Mentored work	0	50	50

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

Methodologies

	Description
Lecturing	The activity will consist with the guide of the professor of the reading of the documentation and bibliography recommended, with object that the students have an overview of the contents and the state of the art of the most notable appearances of the matter
Mentored work	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. Said department, service or unit will be to election of the and the students, whose proposal has to be validated by the professors. For this, recommends that it treat of a department, service or unit in which the own student or student make his professional activity or those to which have an easy access to the necessary information for his preparation. Task 2: The activity will consist in the realisation of an individual work or in group of two people on corporate social responsibility of a public organism that it will have to be validated by the professors. If possible, it recommends choose an organism in which the own student or student make his professional activity or that to the that have an easy access to the necessary information for his preparation

Personalized assistance

Methodologies	Description
Mentored work	Resolution of doubts of the students 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 the virtual campus).
Lecturing	Resolution of doubts of the students 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 the virtual campus).

Assessment

	Description	Qualification		Training and Learning Results		
Mentored work	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

CANYELLES, J.M., **Responsabilidad social de las administraciones públicas**, 13, Revista de Contabilidad y Dirección, 2011

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

Complementary Bibliography

COMISIÓN EUROPEA, **Libro Verde. Fomentar un marco europeo para la responsabilidad social de las empresas**, Bruselas., 2001

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

FUNDACIÓN ENTORNO, **Guía para la Elaboración de Memorias de Sostenibilidad sobre el desempeño económico, ambiental y social de la empresa.**, 2002

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, 2010

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

Recommendations

Contingency plan

Description

This subject gives under on-line modality. Therefore, it is not necessary the
adaptation of the methodologies neither of the proofs of evaluation in front of a possible sanitary alert caused by the COVID-19

=== EXCEPTIONAL MEASURES SCHEDULED ===
In front of the uncertain and unpredictable evolution of the sanitary alert caused by the COVID-19, the University of Vigo establishes an extraordinary planning that will activate in the moment in that the administrations and the own institution determine it attending to criteria of security, health and responsibility, and guaranteeing the teaching in a no face-to-face stage or partially face-to-face. These already scheduled measures guarantee, in the moment that was prescriptive, the development of the teaching of a more agile and effective way when being known in advance (or with a wide time) by the students and the professors through the tool normalised and institutionalised of the educational guides.

=== ADAPTATION OF THE METHODOLOGIES ===
It is not necessary

=== ADAPTATION OF THE EVALUATION ===
It is not necessary