

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	EDUCATION FOR SOCIAL RESPONSIBILITY		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	7629
Teaching period:	Fourth semester		
Area:	Anthropology		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

La asignatura de "Responsabilidad Social" fue concebida como parte de un todo: la formación integral del universitario. Entre otras cosas, -y este es el lugar que esta asignatura pretende cubrir-, no podemos olvidar que nuestro actuar tiene siempre una dimensión social, tanto en su ejecución misma como en sus consecuencias, y esta dimensión ni puede ni debe sernos indiferente.

El sentido de la asignatura es que el alumno piense y actúe como universitario socialmente responsable y entendemos que para ello tiene que conocer la persona en cuanto ser social y el mundo actual en sus luces y sus

sombras.

La asignatura de Responsabilidad Social es una herramienta esencial para formar al alumno en el "servicio a la sociedad", ya que pretende generar en el universitario un compromiso con el bien común en el ámbito concreto de su profesión y en sus comunidades de referencia actuales (familia, clase, universidad...)

Para ello, la asignatura se despliega en tres ámbitos:

- 1.Prácticas sociales (coordinadas por el Departamento de Acción social) que el alumno desarrolla junto con sus compañeros en una Institución social.
- 2.Desarrollo del temario de la asignatura, que hace hincapié en los aspectos de la antropología más relacionados con la responsabilidad social, como son el bien común, el sufrimiento y el amor como respuesta al misterio del mal.
- 3.Acompañamiento: dos encuentros personales y dos grupales con la finalidad de que el alumno reflexione sobre el sentido de esta asignatura y sus prácticas sociales, en relación al ser del hombre y a la existencia actual, personal, concreta, del propio alumno.

## **SKILLS**

### **Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

Capacity for analytical, synthetic thought applied to business decision-making.

To possess initiative, creativity and entrepreneurial spirit.

Capacity for leadership.

To be aware of social and environmental issues.

Capacity for interdisciplinary teamwork.

### Specific skills

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

To be able to put knowledge into practice.

To develop a specific shared social service project.

To raise awareness about environmental and social problems, forging attitudes of respect and dialogue with regard to other cultures and religions in the search for the truth, focussing especially on the values of ecology, equality, peace and democracy.

To be able to orientate products and services developed by a company as a means of bettering society.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours