

# COURSE DETAIL

## CORPORATE SOCIAL RESPONSIBILITY

**Country**

Spain

**Host Institution**

Complutense University of Madrid

**Program(s)**

Complutense University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

118

**UCEAP Course Suffix****UCEAP Official Title**

CORPORATE SOCIAL RESPONSIBILITY

**UCEAP Transcript Title**

CORP SOC RESPNSBLTY

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course analyzes the context in which Corporate Social Responsibility (CSR) arises and identifies the main trends and related concepts. It discusses business ethics, corporate governance, stakeholder theory, and the concept of sustainability. This course also focuses on CSR management and communication strategies developed by companies and institutions.

## Language(s) of Instruction

Spanish

## Host Institution Course Number

803703

## Host Institution Course Title

RESPONSABILIDAD SOCIAL DE LA EMPRESA

## Host Institution Campus

MONCLOA

## Host Institution Faculty

FACULTAD DE CIENCIAS DE LA INFORMACIÓN

## Host Institution Degree

GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

## Host Institution Department

DEPARTAMENTO DE CIENCIAS DE LA COMUNICACIÓN APLICADA

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