

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

CORPORATE SOCIAL RESPONSIBILITY

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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