

The basic contents that make up this subject are: (a) understanding the concept of Corporate Social Responsibility, as well as the factors that condition its development, both in terms of enterprises and institutions, (b) identifying and segmenting the different stakeholders of the enterprise, (c) knowing the different areas of responsibility of an organization that validate it in the eyes of the stakeholders and society as a whole, (d) making students get closer to the main tools of responsible management and (e) analysing the strategic value of responsibility as a source of competitive advantage. In particular, in the OCW course part (a) and (b) will be developed.