

Syllabus

Corporate Social Responsibility

March – July 2025

VIII Cycle

Julián Federico Gallardo Valencia

I. Datos generales del curso

Course name:	Corporate Social Responsibility		
Prerequisite:	Filosofía y ética	Code:	01182
Precedent:	-	Semester:	2025-1
Credits:	3	Cycle:	VIII
Weekly Hours:	3 Hours	Course Modality:	On-Site
Career(s):	Administración y Finanzas Administración y Marketing	Course Coordinator:	Carmen Velazco cvelazco@esan.edu.pe

II. Sumilla

The Corporate Social Responsibility class is practical and theoretical in nature. It will allow students to analyze businesses, considering ethics as a key element in the decision-making process. It focuses on creating value for all stakeholders, the environment and companies at the same time.

This course examines Corporate Social Responsibility trends. It combines a descriptive and a practical approach to the implementation of sustainable practices in Peruvian and international companies. The course will incorporate the discussion of business cases, as well as the creation of Ecology, Environment and Social Responsibility strategies, metrics, and tracking. Furthermore, this class involves reviewing the development of Ecology, Environment, and Social Responsibility governance initiatives, and the appraisal of their limitations and potential benefits.

III. Objetivos del curso

- To cultivate awareness pertaining to the theoretical framework of Corporate Social Responsibility, its ethical underpinning, and its significance in the enhancement of overall well-being.
- To furnish students with comprehensive knowledge of stakeholder expectations and the sustainability challenges encountered by enterprises.
- To demonstrate to students that Corporate Social Responsibility is viable when integrated into a holistic business strategy.

IV. Resultados de aprendizaje

Upon successful completion of this course, students will be able to:

- Comprehend the theoretical framework of Ecology, Environment, and Social Responsibility, in addition to its ethical foundation.
- Assess moral development among Small and Medium-sized Enterprises (SMEs) and international corporations.
- Identify and construct a stakeholder map and an engagement strategy.
- Identify and manage social, environmental, and economic risks through business activities.

- Devise Ecology, Environment, and Social Responsibility plans that are integrated into the business strategy and adapted to the local culture and environment.
- Acquire knowledge of the implementation processes of Ecology, Environment, and Social Responsibility in SMEs and large corporations.
- Familiarize oneself with the principal instruments, initiatives, and tools utilized in the measurement of Ecology, Environment, and Social Responsibility.
- Comprehend the value of ethical and empathetic conduct in business decisions.

V. Metodología

Classes will be predominantly based on student discussions and critical evaluations of assigned readings and case studies. The methodology also incorporates the application of concepts through a team project, wherein students evaluate the social, environmental, and economic impacts of a Peruvian company. A variety of textbooks are employed, in addition to readings comprising a collection of authors and diverse subjects throughout the course. Students are encouraged to engage with the course material with a critical and innovative mindset, concurrently developing their analytical aptitudes and self-learning capabilities. On a weekly basis, there is at least one mandatory reading assignment that all students are required to complete prior to the class session.

VI. Evaluación

The evaluation system is continuous and comprehensive. The final grade for the course is derived from the average of the continuous assessment (70%) and the final evaluation (30%). The final average (FA) is calculated as follows:

$$FA = (0,70 \times PEA) + (0,30 \times FE)$$

Donde:

FA = Final Average
 PEA = Permanent Evaluation Average
 FE = Final Exam

The continuous assessment is the weighted average of evaluations that correspond to the monitoring of the student's learning process: graded assignments, reading assessments, research work, and presentations, among others. The average of these grades provides the corresponding score, as detailed in the following table:

CONTINUOUS ASSESSMENT (PEA) 70%		
Evaluation Type	Description	Weighting %
Reading Assessments	2 reading assessments	20%
Graded Assignments	2 graded assignments (case analysis)	20%
Research Work and Presentation (team project)	Final written work: 10% Presentations: 20%	30%

Attitude towards learning, attendance	Frequency of class participation / Active engagement in exercises and classroom assignments	30%
---------------------------------------	---	-----

Attendance on the course is mandatory. Consequently, students who accumulate a number of absences exceeding the regulatory limit will not be eligible to pass the course.

VII. Contenido programado

SEMANA	CONTENIDOS	ACTIVIDADES / EVALUACIÓN
Unit 1: Fundamental Concepts of Corporate Social Responsibility		
1° From March 17th to March 22nd	1.1 The social responsibility of organizations: Historical background. 1.2 Characteristics of social responsibility 1.3 Principles of Social Responsibility 1.4 Definition of Social Responsibility. Required reading: ISO 26000 Guidance of Social	Diagnostic test Classroom activity 1: Starbucks Case https://www.starbucksathome.com/gb/story/coffee-sustainability https://www.reuters.com/business/retail-consumer/starbucks-sales-miss-estimates-shares-drop-despite-rosier-forecast-2021-04-27/ https://stories.starbucks.com/stories/2021/starbucks-global-environmental-and-social-impact-report-2020/
2° From March 24th to March 29th	1.5 Ethical behavior 1.6 Code of Conduct 1.7 Corporate moral development Required reading: ISO 26000 Guidance of Social Responsibility. Reidenbach and Robin (1991). A conceptual model of corporate moral development. Journal of Business Ethics (10), 273—284 Velga, A. (2020) Business Ethics and Corporate Social Responsibility. EKA University of Applied Science, p. 63-85	Classroom activity 2: Identifying corporate moral development in a Peruvian Company
Unit 2: Stakeholder Management and Engagement		
3° From March 31st to April 5th	2.1 Stakeholder mapping and assessment: 2.1.1 Identification of stakeholders. 2.1.2 Stakeholder model. 2.1.3 The Stakeholder Salience Theory Required reading: ISO 26000 Guidance of Social Responsibility. BSR (2011) Stakeholder Engagement Strategy.	Reading assessment 1 Porter and Kramer (2006)
4°	2.2 Organizational governance and social responsibility	Classroom activity 3: Identifying stakeholders and Organizational governance in an organization

From April 7th to April 12th	<p>2.3 Decision-making processes and structures.</p> <p>2.4 Related actions and expectations.</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility. OECD (2009) Practical Guide to Corporate Governance: Experiences from the Latin American Companies Circle. International Finance Corporation, p. 61-118.</p>	
<p>5°</p> <p>From April 14th to April 16th</p>	<p>Internal social responsibility: ISR</p> <p>2.5 Employment and employment relationships</p> <p>2.6 Conditions of work and social protection</p> <p>2.7 Social dialogue</p> <p>2.8 Health and safety at work</p> <p>2.9 Human development and training in the workplace.</p> <p>2.10 Policies in favor to hire disability persons. Law 29973- 2012.</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility</p>	<p>Classroom activity 4: HR best practices https://empxtrack.com/blog/top-10-hr-best-practices/ https://empxtrack.com/blog/top-10-hr-best-practices/</p>
<p>6°</p> <p>From April 21st to April 26th</p>	<p>Social responsibility toward customers</p> <p>2.11 Fair marketing</p> <p>2.12 Protecting consumers' health and safety</p> <p>2.13 Sustainable consumption.</p> <p>2.14 Consumer service, support, and complaint and dispute resolution. Consumer data protection and privacy.</p> <p>2.15 Access to essential services.</p> <p>2.16 Education and awareness.</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility</p>	<p>Case Analysis 1</p> <p>ISO 26000. Organizational governance (Pages 21 to 23) consumer issues (51 to 59), and Labour Practice (33 to 39)</p>
<p>7°</p> <p>From April 28th to May 3rd</p>	<p>Social responsibility toward the environment</p> <p>2.17 Prevention of pollution</p> <p>2.18 Sustainable resource use</p> <p>2.19 Climate change mitigation and adaptation</p> <p>2.20 Protection of the environment, biodiversity and restoration of natural habitats</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility</p>	<p>Classroom activity 5</p> <p>Identifying environmental issues in a Peruvian Company</p>
8°		<p>Reading assessment 2 Porter and Kramer (2011) Creating shared value First progress report of the team project</p>

From May 5th to May 10th		
9° From May 12th to May 17th	Community involvement and development 2.21 Community involvement. 2.22 Education and culture 2.23 Employment creation and skills. Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 6 Analise community involvement in a Peruvian Company
10° From May 19th to May 24th	Community involvement and development 2.24 Technology development and access. 2.25 Wealth and income creation. 2.26 Health. 2.27 Social investment. Required reading: ISO 26000 Guidance of Social Responsibility	Case Analysis 2
Unit 3: CSR Management: Implementation and Communication		
11° From May 26th to May 31st	Fair operating practices 3.1 Anti-corruption 3.2 Responsible political involvement 3.3 Fair competition Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 7 Fair operating practices representation into the ark of shared value
12° From June 2nd to June 6th	Fair operating practices 3.4 Promoting social responsibility in the value chain 3.5 Respect for property rights Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 8 Fair operating practices representation into the ark of shared value
13° From June 9th to June 14th	3.6 Initiatives, Design, and Tools for Corporate Social Responsibility and Business Sustainability 3.6.1 Sustainability Reports 3.6.2 Importance 3.6.3 Integration of quantitative and qualitative indicators Lectura obligatoria: Jáuregui K., Ventura J. y Gallardo J. (2018). Responsabilidad social y sostenibilidad empresarial. Chapters 5 y 6	Classroom activity 8 Fair operating practices representation into the ark of shared value
14° From June 16th to June 21st	3.7 MEASURING SR: National and international indicators – II 3.7.1 ETHOS – Perú 2021 indicators. 3.7.2 Global Compact	Group Project presentation Written submission of the Applied Work and presentation

	<p>3.7.3 Sustainability Development Goals</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility ODS Global Compact</p>	
<p>15°</p> <p>From June 23rd to June 28th</p>	<p>CSR Peruvian companies' improvement</p>	<p>Group Project presentation</p> <p>Written submission of the Applied Work and presentation</p>
<p>16°</p> <p>From June 30th to July 5th</p>	<p>FINAL EXAM</p>	

VIII. Bibliografía

- El Comercio (julio, 2022). Derrame de petróleo de Repsol: Multas, víctimas y consecuencias a seis meses del desastre en Ventanilla. Disponible en: <https://elcomercio.pe/economia/peru/derrame-de-petroleo-de-repsol-multas-dano-ambiental-y-consecuencias-a-seis-meses-del-desastre-ambiental-en-ventanilla-rmmn-noticia/>
- Eurofin (2023) ¿Cómo hacer un plan de sostenibilidad en una empresa paso a paso? Disponible en: <https://www.eurofins-environment.es/es/plan-de-sostenibilidad/>
- ISO 26000 Guía de Responsabilidad Social. Sáenz, Cesar (2024) The Ark of Shared Value.
- Jauregui, K., Ventura, J. y Gallardo, J. (Ed.). (2018). Responsabilidad social y sostenibilidad empresarial: Fundamentos, gestión y perspectivas.
- "Our Common Future". Gro Harlem Brundtland & World Commission on Environment and Development (1987). Chapter 2 - Towards Sustainable Development
<https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>
- Perú Debate 2021 (2021). Empresas con propósito social y ambiental. Perú. Disponible en https://www.bdo.com.pe/getattachment/Publicaciones/Outsourcing/Sociedades-BIC-Definicion,-obligaciones-y-mas/BDO-Peru_Sociedades-BIC.pdf
- Porter, M. y Kramer, M. (enero, 2011). Creating Shared Value. Harvard Business Review, 89 (1/2) pp. 62-77.
- United Nations (2015). Transforming our world: The 2030 agenda for sustainable development.
<https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>

- Visser, W., & Courtice, P. (2011). Sustainability leadership: Linking theory and practice.
https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID1947221_code571905.pdf

IX. Profesor:

Julián Federico Gallardo Valencia

jgallardo@esan.edu.pe

A social responsibility and social innovation professional with more than 15 years of experience. Acts as a mentor and project evaluator in business incubators in Peru and Canada. Teaches corporate social responsibility, innovation, and entrepreneurship courses as a university lecturer and professor at both the undergraduate and postgraduate levels. Holds a Master's Degree in Business Administration from the PAD of the University of Piura, a Bachelor's Degree in Administration from the Pontificia Universidad Católica of Peru, and a Diploma in Management and Sustainable Development from HEC Montreal.