

TEACHING GUIDE
REPUTATION AND CORPORATE RESPONSABILITY

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y
COMUNICACIÓN CORPORATIVA (INGLÉS)**

ACADEMIC YEAR 2024-25

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>In recent years, interest in the social dimension of business activities has increased. Corporate social responsibility (CSR) is appearing more and more frequently in the business press and in the corporate reports of the main companies, as well as in scientific and dissemination publications, becoming one of the topics and areas of business interest with the greatest repercussions both in economic results and in business reputation indices, as well as in the determining factors in the choice of investment portfolios for certain institutional investors. Therefore, the aim of this course is for students to learn how to plan a strategic plan for corporate reputation and responsibility, identify intangible assets and their importance in the transmission of image, and finally, to learn what social responsibility is and how it can be implemented in institutions or companies and in all their actions.</p> <p style="text-align: center;">-</p> <p>Important note on the formative model for the academic year 2023-2024</p> <p style="text-align: center;">-</p> <p>The teaching and learning activities carried out will consider the classroom as a space for interaction between teachers and students that take place in both physical and virtual environments and that facilitate a model of continuous work and a constant relationship between the teacher of the subject and the students in a group through both synchronous and asynchronous activities.</p> <p>In order to be able to respond quickly to changes in the situation that the evolution of health conditions may require, either to return to a fully face-to-face model or to meet the need to carry out all the activity remotely in the event of a worsening of the situation, this Teaching Guide details, at subject level, how the University's contingency plan will be applied in the event that this should be necessary. To this end, in the sections on Methodology and Work Plan, and in Assessment Methods, the adaptation that will be made to these curricular elements in the event that the situation so requires is specified.</p> <p style="text-align: center;">-</p> <p>INFORMATION ON DATA PROTECTION LAW</p> <p>In compliance with European Regulation 679/2016, of 27 April, general data protection, as well as Organic Law 3/2018, of 5 December, on the Protection of Personal Data and Guarantee of Digital Rights, students are informed that in the event that the adaptation of teaching to the virtual environment is required, classes taught by synchronous videoconference may be subject to recording.</p> <p>This processing of personal data may be carried out by the Universidad Rey Juan Carlos for the purpose of guaranteeing the provision of teaching and is carried out in compliance with the legal obligations entrusted to the URJC by the Organic Law on Universities and in the exercise of its public powers (art. 6.1 of the RGPD).</p> <p>You can obtain more information in relation to the privacy policy of the Universidad Rey Juan Carlos at https://www.urjc.es/proteccion-de-datos/3462-clausula-informativa-ampliada</p>

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III.-Competences

Generic competences

CG2. Ability to apply knowledge to practice
 CG6. Planning and organisation skills
 CG9. Ability to gather, evaluate and interpret information from different sources
 CG10. Decision-making and problem-solving skills
 CG14. Critical-thinking and self-criticism skills
 CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people
 CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action
 CG18. Excellent oral and written communications skills for professional practice

Specific competences

CE11. Knowledge of the professional and business environment related to the practice of the profession
 CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity
 CE17. Ability to identify, value and manage the intangible assets of a company regarding communication
 CE18. Comprehensive image and corporate reputation management



IV.-Contents

IV.A.-Syllabus

LESSON 1. REPUTATION CONCEPT: REPUTATION AND IMAGE

- 1.1. Definition, measurement, value and corporate reputation management
- 1.2. Importance of intangibles: image and brand
- 1.3. Reputation and value creation
- 1.4. Activity sector effect
- 1.5. Corporate reputation reports
 - 1. Spanish Monitor of Corporate Reputation (MERCO)
 - 2. Digital identity and online reputation

LESSON 2. MULTISTAKEHOLDER APPROACH AND CSR

- 2.1. From the shareholders approach to the stakeholders approach. Theoretical basis
- 2.2. Social Responsibility. Definition, elements and importance
- 2.3. Ethics and morals as drivers of social responsibility
- 2.4. Initiatives to promote and implement CSR
- 2.5. CSR reports: verification models
 - 1. Analysis in depth of XBRL (eXtensible Business Reporting Language) by the AECA (asociación española de contabilidad y administración de empresas)
 - 2. Analysis in depth of Global Reporting Initiative

LESSON 3. REPUTATION AND ACTION PLAN DIAGNOSIS

- 3.1. Reputation assessment: main methodologies
- 3.2. Monitoring: reputation and Internet
- 3.3. Reputation and the Media
- 3.4. Evaluation of perceptions and the company reality

LESSON 4. SOCIAL RESPONSIBILITY AND COMMUNICATION

- 4.1. Communication as a strategic element
- 4.2. Reputation, communication and Media
- 4.3. Strategic communication of CSR: CSR integration into the communication plan
- 4.4 Values and transmission in performances

IV.B.-Training activities

Type	Title
Others	Tutorials: exchange of ideas and doubts between students and teacher
Others	To monitor the implementation of the theoretical knowledge to practical cases and projects about events. It will attend to the planning established in the Specific Plan of the FCJS for the adaptation of the teaching for the academic year 2020-2021, in which shifts are considered in groups for the development of the sessions. The shifts involve face-to-face and / or autonomous work of the students for alternate weeks. Each teacher could detail in Virtual Classroom the schedule of sessions. The contents will be developed in synchronous sessions at the time established for the subject



Others	Individual work of the student (preparation for the theoretical lessons, practical lessons, case studies and preparation of tests). It will attend to the planning established in the Specific Plan of the FCJS for the adaptation of the teaching for the academic year 2020-2021, in which shifts are considered in groups for the development of the sessions. The shifts involve face-to-face and / or autonomous work of the students for alternate weeks. Each teacher could detail in Virtual Classroom the schedule of sessions. The contents will be developed in synchronous sessions at the time established for the subject
Reading	Reports, readings, case studies, research studies. It will attend to the planning established in the Specific Plan of the FCJS for the adaptation of the teaching for the academic year 2020-2021, in which shifts are considered in groups for the development of the sessions. The shifts involve face-to-face and / or autonomous work of the students for alternate weeks. Each teacher could detail in Virtual Classroom the schedule of sessions. The contents will be developed in synchronous sessions at the time established for the subject
Practical / resolution of exercises	Activities about the contents. It will attend to the planning established in the Specific Plan of the FCJS for the adaptation of the teaching for the academic year 2020-2021, in which shifts are considered in groups for the development of the sessions. The shifts involve face-to-face and / or autonomous work of the students for alternate weeks. Each teacher could detail in Virtual Classroom the schedule of sessions. The contents will be developed in synchronous sessions at the time established for the subject
Others	Team work and seminars as part of continuous assessment. It will attend to the planning established in the Specific Plan of the FCJS for the adaptation of the teaching for the academic year 2020-2021, in which shifts are considered in groups for the development of the sessions. The shifts involve face-to-face and / or autonomous work of the students for alternate weeks. Each teacher could detail in Virtual Classroom the schedule of sessions. The contents will be developed in synchronous sessions at the time established for the subject

V.-Student workload		
Lecture classes	30	
Practical classes/resolution of exercises, case studies, etc.	25	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	15	
Related activities: conferences, seminars, etc.	3	
Preparation of lecture classes	70	
Preparation of practices, exercises, cases studies work	30	
Test preparation	2	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 15	Classroom lectures and/or synchronous distance learning, during class hours via videoconference through the Virtual Classroom. In addition, the student will have audiovisual support content and resources, such as exercises and problems, which can be used to prepare the content of each subject.
Academic Tutorials	Week 1 to Week 15	Individual and/or group tutorials, upon request via the Virtual Classroom e-mail block. They can be held in person and/or remotely through Microsoft Teams.
Group work	Week 1 to Week 15	Team work. Various deliveries. Face-to-face classes during normal class hours. Students will work in teams. Work will be handed in via the Virtual Classroom.
Tests	Week 1 to Week 15	Assessment tests: these will be taken in person (exercises and/or multiple-choice and/or short-answer and/or essay questions) on the dates established by the University for both ordinary and extraordinary assessment.

<p>Work placements</p>	<p>Week 1 to Week 15</p>	<p>The practicals will consist of individual and/or team exercises derived from key contents. Face-to-face classes during normal class hours. Students will work on the exercises in face-to-face classes and/or study time. Exercises will be handed in via the Virtual Classroom.</p>
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VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

ID	CONCEPT	PERCENTAGE
SE1	FINAL EXAM: multiple choice test, short questions, case studies, etc. It is compulsory to obtain a minimum mark of 5 out 10 in this part of the subject.	50%
SE4	INDIVIDUAL AND GROUP WORK: reports, videos, projects, analysis, case studies, conceptual maps, etc. It is compulsory to obtain a minimum mark of 4 out 10 in this part of the subject.	40%
SE8	ATTENDANCE AND PROACTIVE PARTICIPATION: attendance and appropriate participation of the students during the courses.	10%
	TOTAL	100%

FINAL EXAM or INDIVIDUAL AND GROUP WORK could be re-evaluated in the extraordinary call if the minimum mark required by this guide is not reached in regular evaluation. The grade obtained in the activities passed will be saved for the extraordinary call.

ATTENDANCE AND PROACTIVE PARTICIPATION is not considered a re-evaluated item.

RE-EVALUATED items would follow a similar structure as ordinary evaluation and the teacher could adapt the content to the current situation in order to favor the personal development of the student.



VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

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IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor's name	LUCAS MARIA CALVO PEREZ
E-mail address	lucas.calvo@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Asociado/a
Subject Coordinator	Yes



Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0