

TEACHING GUIDE

PRACTICAL WORKSHOP OF ORGANIZATION AND PLANNING. CORPORATE VOLUNTEERING

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN COORPORATIVA (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	4 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>Introduction:</p> <p>The business world underwent a profound change in the 1920s with the emergence of the concept of Corporate Social Responsibility (hereinafter CSR) as a key element in the management and development of any company. It highlights the need for companies to abandon the loss - profit binomial as the only unit of measure of their success in the market, focused on the importance of balancing three fundamental aspects: economic, social and environmental.</p> <p>Corporate volunteering arises as a tool for members of any entity to face these challenges and demands of society, as a specific form of volunteering that is governed by the same free and voluntary rules as any other type of social volunteering within the business framework.</p> <p>Nowadays, companies are aware of the positive effects resulting from the promotion of volunteer actions, such as improving internal communication, increasing employee commitment to their company, as well as developing new and increasingly necessary competencies and skills among workers.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice</p> <p>CG3. Ability to analyse, gather and summarise information and data</p> <p>CG4. Oral and written communication skills in the language of the degree</p> <p>CG5. Development of autonomous learning in the field of study</p> <p>CG6. Planning and organisation skills</p> <p>CG9. Ability to gather, evaluate and interpret information from different sources</p> <p>CG12. Development of interpersonal skills</p> <p>CG13. Recognition of diversity and multiculturalism. Knowledge of other cultures and customs</p> <p>CG14. Critical-thinking and self-criticism skills</p> <p>CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people</p> <p>CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action</p>
<p>Specific competences</p>



CE3. Knowledge of the cultural and intercultural environment for the development of any protocol activity or event
CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event
CE11. Knowledge of the professional and business environment related to the practice of the profession
CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy
CE17. Ability to identify, value and manage the intangible assets of a company regarding communication
CE18. Comprehensive image and corporate reputation management
CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams
CE23. Acquire the necessary knowledge of vexillology, its symbols and history. Ability to recognise and distinguish different flags, as well as use them adequately according to the type of ceremony, functions or event
CE30. Acquire and apply the necessary knowledge of economics to manage the budget, recruitment, funding and sponsorship of different types of events, conferences, fairs and/or functions
CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations
CE41. Learn norms and customs, have consideration and respect for different cultures, acquiring and developing the capacity to act appropriately in a diversity of contexts
CE47. Ability to supervise and manage people and work teams
CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases



IV.-Contents

IV.A.-Syllabus

Contents:

1. Corporate Volunteering: Definition and context.
 - 1.1. Origins of Volunteerism and legal framework.
 - 1.2. Theoretical framework of Corporate Volunteering: Corporate Social Responsibility.
 - 1.3. CV situation in Spain.
 - 1.4. Benefits and risks of CV.
2. Business and non-for-profit entities: essential collaboration in Corporate Volunteering.
 - 2.1. Third Sector and Social Action.
 - 2.2. Networks and patterns of action between the business world and NGOs.
 - 2.3. Values of the organizations.
3. Corporate Volunteering Programmes.
 - 3.1. Definition and key aspects.
 - 3.2. Basic steps to design and develop a CVP.
 - 3.3. Keys to manage a CVP.
 - 3.4. Main types.
4. Planning and organization of events within the Corporate Volunteering.
 - 4.1. Key elements: main principles
 - 4.2. Sustainable events: goals, stakeholders and sustainability.
5. Human Resources management.
 - 5.1. Development of skills and competences: Leadership and teamwork.
 - 5.2. Motivations and values of corporate volunteers.

IV.B.-Training activities

Type	Title
Theoretical lessons related with the contents.	Carrying out a group project, with the development of communication and teamwork skills.
Debate and activities that promote active participation of students.	Development of group and individual activities and tasks to consolidate theoretical contents into a practical way.
Reading	Critical analysis of compulsory reading and audio-visual material.
Expert lectures and raising awareness sessions.	Oral presentations where the students show the most significant results of the projects.



V.-Student workload		
Lecture classes	30	
Practical classes/resolution of exercises, case studies, etc.	10	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	20	
Academic tutorials	0	
Related activities: conferences, seminars, etc.	48	
Preparation of lecture classes	24	
Preparation of practices, exercises, cases studies work	24	
Test preparation	24	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 15	Master classes related to the contents of the subject.
Group work	Week 1 to Week 15	Group works and their presentation will be proposed at the same time that the contents are developed. Individual and group supervision and guidance will be provided throughout the group project sessions.
Work placements	Week 1 to Week 15	Development of practices and resolution of individual and group exercises, with subsequent debate and reflection. For this purpose, a practical methodology will be used with the corresponding use of support materials available in Aula Virtual.
Seminars	Week 1 to Week 15	Assistance from professionals and/or people related to the field of study, promoting active participation and critical thinking.
Academic Tutorials	Week 1 to Week 15	Individual tutorials for the resolution of doubts or guidance.



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.

Regular evaluation:

Attendance is compulsory. The distribution and characteristics of the assessment tests are the ones described next. The professor, considering the specific characteristics of each group, may announce changes during the first weeks of the course that he or she considers appropriate, previously informing the Vicerrectorado de Ordenación Académica.

The method of obtaining the final qualification consist of:

1. On the one hand, an assessment test where the students show the skills and competences established in the guide, which will account for 30% of the final grade (in order to pass this item it is necessary to obtain a minimum of 6 in the case of errors not deducting part of the score). This activity can be re-evaluated.
2. On the other hand, 40% of the final qualification will be about the accomplishment of a group project (cannot be individual). This activity can be re-evaluated.
3. Oral presentation with a percentage of 10% of the final grade. This activity cannot be reevaluated.
4. The completion of individual practices with a percentage of 10% of the final grade. This activity cannot be reevaluated.
5. Finally, the remaining 10% corresponds to participation, involvement and a proactive attitude towards the work and study of the subject. This part cannot be reevaluated.

In order to pass the subject, it is necessary to pass the assessment test (item 1) and the group project (item 2). If not, the student will have to go to the pertinent extraordinary call.

Extraordinary Evaluation:

In case of failing the course, it can be recovered in the corresponding extraordinary call, by means of an evaluation of very similar characteristics to the one carried out in the ordinary call (with the exception of the non-reassessable percentage), which will include 30% corresponding to the evaluation test of contents (same characteristics as in ordinary assessment) and 40% of the group project. Only in the extraordinary call is it possible to complete the project (item 2) individually.

This evaluation system will be applicable to those students who request academic exemption. Without detriment to the rights and duties of the students as set out in the URD Student Statute 1791/2010), in the URJC Statutes and in its Internal Regulations, the student must pay attention to the following OBSERVATIONS: ORTHOGRAPHY: In the qualification of the activities, works and university examinations not only the contents will be evaluated, but also all the aspects that contribute to a correct written expression such as the formal presentation, the structure and organization of the ideas and contents, as well as the capacity of reflection and critical analysis.

VII.B. Assessment of students with an academic exemption

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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

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Reference literature



IX.-Lecturers/Teachers/Professors	
Lecturer/teacher/professor's name	INMACULADA GARROTE CAMARENA
E-mail address	inmaculada.garrote@urjc.es
Department/field	Ciencias de la Educación, Lenguaje, Cultura y Artes, Ciencias Historico-Jurídicas y Humanísticas y Lenguas Modernas
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	1
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	1

