



I. INFORMACIÓN GENERAL

CURSO	:	Ética y Responsabilidad Social Empresarial H. y Turism
CÓDIGO	:	TU46
CICLO	:	201801
CUERPO ACADÉMICO	:	Angeles Barrantes, Daysy
CRÉDITOS	:	3
SEMANAS	:	16
HORAS	:	3 H (Teoría) Semanal
ÁREA O CARRERA	:	Turismo y Administracion

II. MISIÓN Y VISIÓN DE LA UPC

Misión: Formar líderes íntegros e innovadores con visión global para que transformen el Perú.

Visión: Ser líder en la educación superior por su excelencia académica y su capacidad de innovación.

III. INTRODUCCIÓN

Ethics and Corporate Social Responsibility Hospitality and Tourism is a course in which students will learn about the management of business ethical dilemmas, as well as trends and theories of corporate social responsibility.

The course emphasizes tools such as stakeholder mapping, certifications and sustainability indicators in order to help them make decisions in their organization.

Ethics and Corporate Social Responsibility ¿ Hospitality and Tourism is a course of both the Tourism and Business Administration and the Hospitality and Business Administration programs. It is a theoretical-practical course aimed at tenth-term students. This course seeks to develop the Citizenship institutional learning outcome as well as Tourism and Business Administration Learning Outcome: Sustainability and Information management.

IV. LOGRO (S) DEL CURSO

Upon completion the course, the student carries out a Corporate Social Responsibility Plan for a Tourism or Hospitality company, as model of business ethics management, demonstrating respect and integrity in the business.

INSTITUTIONAL LEARNING OUTCOMES (ILO's)

ILO 1: Citizenship

Level: 3

Definition: Ability to evaluate the ethical sense of actions and decisions in their relationship with human coexistence in plural societies and respect for citizens' rights and duties.

PROGRAM LEARNING OUTCOMES (PLO's)

PLO1: Sustainability

Level: 3

Definition: Recognize how their actions and decisions can have an effect on the industry.

PLO1: Information management

Level: 3

Definition: Recognize trends and interpret organizational data to develop the most effective business strategies for the tourism industry.

COURSE LEARNING OUTCOMES (CLO's):

Upon successful completion of the course students will be able to:

CLO1: Explain the principles of a responsible and sustainable company related with tourism sector.

CLO2: Identify the different aspects of responsible business management focused in: human resources, innovation, intangible resources, finance and relate these with the tourism management.

CLO3: Understand the impact of corporate social responsibility and its relation with the business profit and the value increment for shareholders and stakeholders.

CLO4: Evaluate a tourism company that operates locally from the viewpoint of its ethics and corporate social responsibility.

V. UNIDADES DE APRENDIZAJE

<p>UNIDAD N°: 1 FOUNDATIONS TO ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</p>
<p>LOGRO Upon completion of the unit, students compares the concepts of ethics and corporate social responsibility applied to tourism and hospitality companies.</p>
<p>TEMARIO Week 1: * General concepts. Relationship between ethics and business (professional ethics)</p> <p>Week 2: * Evolution of the concepts of ethics and social responsibility approaches.</p> <p>Week 3: * Present and future of corporate social responsibility and its application to tourism and hospitality companies.</p> <p>Week 4: * Instruments and practices of social responsibility.</p>
<p>HORA(S) / SEMANA(S) WEEKS 1, 2, 3 AND 4</p>

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UNIDAD N°: 2 APPROACHES AND CERTIFICATIONS

LOGRO

Upon completion of the unit, student contrasts the main CSR certifications and their requirements.

TEMARIO

Week 5:

* Organizational ethical dilemmas.

Week 6:

* Practices of social responsibility in tourism and hospitality companies.

Week 7:

* Certifications in corporate social responsibility.

Week 8:

* MID-TERM EXAM

HORA(S) / SEMANA(S)

WEEKS 6, 7 AND 8

UNIDAD N°: 3 STAKEHOLDERS AND SUSTAINABILITY

LOGRO

Upon completion of the unit, student carries out a management plan of impacts generated by tourism and hotel companies.

TEMARIO

Week 9:

* Sustainable development.

Week 10:

* Mapping of stakeholders in a tourism and hospitality company.

Weeks 11 and 12:

* Environmental sustainability in a tourism and hospitality company.

HORA(S) / SEMANA(S)

WEEKS 9, 10 AND 11

UNIDAD N°: 4 REPORTS AND INDICATORS

LOGRO

Upon completion of the unit, student carries out a Corporate Social Responsibility Plan including the main indicators applied to a tourism and hospitality company.

TEMARIO

Week 13:

* Preparation and interpretation of reports and indicators.

Week 14:

- * Management of corporate social responsibility indicators.

Week 15:

- * Sustainability reports.
- * Submittance of final assignment.

Week 16:

- * Presentation of final assignment.

HORA(S) / SEMANA(S)

WEEKS 12, 13,14,15 AND 16

VI. METODOLOGÍA

The UPC's Educational Model ensures comprehensive training, based on the development of competencies, which are promoted through a teaching-learning process where the student plays an active role in their learning, building on reflection criticism, analysis, discussion, evaluation, exposure and interaction with their peers, and connecting it with their previous experiences and knowledge. Therefore, each session is designed to offer the student several ways to appropriate and put into practice the new knowledge in real or simulated contexts, recognizing the importance that this has for their professional success.

This course will take place three hours per week, between theoretical and practical lessons. The professor will act as a facilitator of the teaching-learning process. Practical hours will foster cooperative work and self-learning by using active participation strategies such as debates, exercises, workshops and practical cases in relation to theory and during class. Likewise, multimedia presentations, videos, illustrative materials on the course and group dynamics will be implemented so as to ensure a better understanding, analysis and communication of the topics to be developed.

VII. EVALUACIÓN

FÓRMULA

$$5\% (TA1) + 5\% (CL1) + 5\% (TA2) + 5\% (CL2) + 20\% (EA1) + 5\% (TA3) + 5\% (CL3) + 5\% (TA4) + 5\% (CL4) + 25\% (TF1) + 15\% (EX1)$$

TIPO DE NOTA	PESO %
TA - TAREAS ACADÉMICAS	5
CL - CONTROL DE LECTURA	5
TA - TAREAS ACADÉMICAS	5
CL - CONTROL DE LECTURA	5
EA - EVALUACIÓN PARCIAL	20
TA - TAREAS ACADÉMICAS	5
CL - CONTROL DE LECTURA	5
TA - TAREAS ACADÉMICAS	5
CL - CONTROL DE LECTURA	5
TF - TRABAJO FINAL	25
EX - EXPOSICIÓN	15

VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
TA	TAREAS ACADÉMICAS	1	Week 3	Unit 1. Individual evaluation	NO
CL	CONTROL DE LECTURA	1	Week 4	Unit 1	NO
TA	TAREAS ACADÉMICAS	2	Week 6	Unit 1	NO
CL	CONTROL DE LECTURA	2	Week 7	Unit 2	NO
EA	EVALUACIÓN PARCIAL	1	Week 8	Units 1 and 2	SÍ
TA	TAREAS ACADÉMICAS	3	Week 11	Unit 3. Individual evaluation	NO
CL	CONTROL DE LECTURA	3	Week 12	Unit 3	NO
TA	TAREAS ACADÉMICAS	4	Week 13	Unit 4. Individual evaluation	NO
CL	CONTROL DE LECTURA	4	Week 14	Units 1 - 4	NO
TF	TRABAJO FINAL	1	Week 15	Units 1 - 4. Grupal evaluation	NO
EX	EXPOSICIÓN	1	Week 16	Units 1 - 4. Individual evaluation	NO

IX. BIBLIOGRAFÍA DEL CURSO

BÁSICA

UNIVERSIDAD PERUANA DE CIENCIAS APLICADAS (UPC), Centro De Información. Catálogo en línea: http://bit.ly/TU46_UPC.

RECOMENDADA

(No necesariamente disponible en el Centro de Información)

GRIFFIN, T. (2011) Sustainable tourism: a global perspective. 1. Oxford. Butterworth- Heinemann:

MORALES, A. (2011) Responsabilidad social y buen gobierno corporativo. 1. Lima. Asesorandina:

MORATIS, L. T. (2011) ISO 26000: the business guide to the new standard on social responsibility. 1. Sheffield. Greenleaf Publishing:

MORRISON-SAUNDERS, A. (2015) Handbook of sustainability assessment. 1. Cheltenham UK.. Edward Elgar Publishing:

ROBERTSON, M. (2014) Sustainability principles and practice. 1. New York. Routledge:

SHAFER-LANDAU, R. (2015) The fundamentals of ethics. 1. New York. Oxford University Press:

SLOAN, P. (2017) Sustainability in the hospitality industry. Principles of sustainable operations. 1. New York. Routledge:

WHEELLEN, T. (2015) Concepts in strategic management and business policy: globalization, innovation, and sustainability. 1. Boston. Pearson: