

SUBJECT TEACHING GUIDE

G2015 - Cross-Curricular Values and Objectives of Sustainable Development

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND
ECONOMICS

Double Degree in Business Administration and Management and Labour Relations

Double Degree in Law and Administration and Business Management

First Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management First Degree in Business Administration and Management			Type and Year	Core. Year 1 Core. Year 1 Core. Year 1 Core. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Basic Training Module CROSS-CURRICULAR VALUES AND SDGs				
Course unit title and code	G2015 - Cross-Curricular Values and Objectives of Sustainable Development				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Knowledge Field					
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	LIDIA SANCHEZ RUIZ				
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)				
Other lecturers	IRENE GARCIA GONZALEZ JESUS COLLADO AGUDO SERGIO SANFILIPPO AZOFRA MARTA PEREZ PEREZ JESUS ANTONIO BARROS LOPEZ VIOLETA BRINGAS FERNANDEZ				

4. OBJECTIVES
Identifying the importance of cross-cutting values and their integration within organizations in a diverse and inclusive manner
Understanding the concept of sustainable development and being able to express its application in the context of organizations.
Being able to identify, evaluate, and propose strategic solutions or transformative organizational actions that address real, current, and future problems in diverse scenarios related to sustainability
Acquiring a multisystemic view of the concept of sustainability within organizations

6. SUBJECT PROGRAM	
CONTENTS	
1	Introduction to cross-cutting values: integration in organizations in a diverse and inclusive manner.
2	Introduction to the SDGs: challenge or opportunity for organizations?
3	Development of sustainable models
4	Sustainable marketing
5	Sustainability ecosystem and support tools
6	Sustainable finance

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Theoretical-practical exam topics 1 to 3	Written exam	No	Yes	25,00
Theoretical-practical exam topics 4 to 6	Written exam	Yes	Yes	25,00
Group work	Work	No	Yes	40,00
Computer classroom activity	Others	No	No	10,00
TOTAL				100,00
Observations				
The course will be considered passed when a grade of 5 or more points is obtained in all the assessments tests developed during the four-month period				
Observations for part-time students				
Part-time students will pass the course in the ordinary call when they obtain a grade of 5 or more points in the single theoretical and practical exam on the totality of the contents of the course, which will represent 100% of the evaluation. Alternatively to this proposal of evaluation of the ordinary call, part-time students may choose to perform the continuous evaluation, performing the activities of continuous evaluation and taking the partial exams foreseen for the rest of full-time students. In this case, the same conditions would apply as for full-time students.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

BONET CODINA, Á. (2023). Empresas que crecen con alma: Cómo las Growth Soul Companies pueden cambiar el planeta. Profit Editorial.

COHEN, S. R. (2018). On impact: a guide to the impact revolution. Park communications.

COMPASS, S. D. G. (2016). La guía para la acción empresarial en los ODS. SDG Compass. Obtenido de SDG Compass Web site: www.sdgcompass.org.

CORBERÁ, M. P. (2020). Recursos educativos multidisciplinares: Emociones, Valores, Coeducación, Trabajo en equipo, Prevención, Sostenibilidad, Mindfulness (Vol. 226). Narcea Ediciones.

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FRANK MARTIN BELZ & JOSEP MARIA GALI (2013). MARKETING SOSTENIBILIDAD: UNA PERSPECTIVA GLOBAL: UNA PERSPECTIVA GLOBAL. Profit Editorial.

MAS MACHUCA, M., MAGOMEDOVA, N., & DEVENIN, V. (2024). Ser empresa B Corp en España. McGrawHill. ISBN:978-84-486-4354-6

PETERSON, M. (2021). Sustainable Marketing: A Holistic Approach. SAGE Publications.

RODRÍGUEZ DE DIOS, C, et al. (2023). Salud, riqueza y los orígenes de la desigualdad.

RODRÍGUEZ, Í. J. L. (2018). El papel de la Universidad en la implementación de los objetivos de desarrollo sostenible (ODS) (Vol. 78). Ed. Universidad de Cantabria.

SÁNCHEZ GARCÍA, J. C., CARDELLA, G. M., & HERNÁNDEZ SÁNCHEZ, B. R. (2023). Persona, empresa, sociedad y emprendimiento en el contexto de los ODS.

SANZ, R. A., SANCHEZ, P. E., TORRES, M. J. M., & IZQUIERDO, M. Á. F. (2023). La contribución de las finanzas a la sostenibilidad. Universidad Nacional de Educación a Distancia.

SWISS SUSTAINABLE FINANCE (2017). Handbook on sustainable investments: Background information and practical examples for institutional asset owners. CFA Institute Research Foundation.

TOCA TORRES, C. E. (2022). Las organizaciones y los objetivos de desarrollo sostenible: nuevos conceptos funcionales, ambientales y societales para alcanzar un futuro global.