

**COURSE DATA****Data Subject**

<b>Code</b>	35967
<b>Name</b>	Corporate environmental policy
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2020 - 2021

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1315 - Degree in Finance and Accounting	Faculty of Economics	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1315 - Degree in Finance and Accounting	23 - Year 4 optional subjects	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
VILLALBA FONFRIA, ANGEL	110 - Applied Economics

**SUMMARY**

This subject aims to cover, at a first level, an existing gap in most social science curricula and specifically in those related to business economic activity; we refer to the increasingly essential study of the environmental reality we are a part of and which inevitably influences the making of our decisions.

Environmental policy is increasingly relevant in the life of companies, public opinion, regulations - European, state, regional or local- and the market forces companies to change their attitude regarding the environment in which they are inserted. In this line graduates in this degree should be trained to be able to give their opinion and decide on the consequences of the company's actions. The environment must stop being considered a cost and be considered an opportunity.

The study of the main environmental normative body in its different levels, European, state and autonomous, and its implications in the functioning of companies, constitutes the backbone of the subject. From this, a whole series of instruments of knowledge and essential application are derived to enable the most sustainable development possible.



The problems we face in environmental policy have multiple dimensions, and their solutions therefore require a transdisciplinary vision. It is in this aspect that we intend to initiate the student body - as a future researcher, professional or simple citizen - throughout the theoretical and practical classes, in a broader perspective than the narrow framework imposed by economic orthodoxy.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum

## OUTCOMES

### 1315 - Degree in Finance and Accounting

- Conocer y comprender la responsabilidad medioambiental en la empresa.
- Conocer los instrumentos y políticas de gestión medioambiental en la empresa.
- Conocer la gestión de producto y de marketing verdes.
- Capacidad para ejercer como asesor medioambiental de empresas y otras instituciones.
- Capacidad para integrarse como miembro de equipos de estudios de impacto ambiental.

## LEARNING OUTCOMES

- To train students at an introductory level on the most significant aspects of the environmental reality in which they are inserted and how to act responsibly towards it based on the company's practical policies.
- To have basic knowledge about the regulations and fundamental environmental standards that affect the daily evolution of business activity.
- To understand and know how to apply the fundamental instruments of corporate environmental policy and its implications on how the company works.
- To put the students in contact with dspecific experiences of responsible actions in environmental policy.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Attendance at events and external activities	3,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	37,00	0
<b>TOTAL</b>	<b>105,00</b>	

**TEACHING METHODOLOGY**

Theory classes: participatory lecture, to present the theoretical contents in the classroom.

Practical classes: related to the study of environmental regulations and their application in the company, studying specific cases. Likewise, the application of an Environmental Audit and Environmental Management System will be studied. To this effect companies with ISO 14.001 approved will be visited, and audiovisual media will be used. There will be an individual work that will be explained in class on some of the topics worked in class and its application in a company.

**EVALUATION**

The final evaluation will consist of two parts, a first one based on an examination on the contents of the theory classes with a weight of 60% of the final grade. And another practice with a weighting of 40% of the final grade, where the participation in class (10%), and individual work and exposure in class (30%) will be valued.

The proposed activities to assess the continuous evaluation are non-recoverable.

**REFERENCES****Basic**

- DURÁN ROMERO, GEMMA (2007): Empresa y medio ambiente. Políticas de gestión ambiental. Ed. Pirámide. Madrid.
- LUDEVID, MANUEL (2000): La gestión ambiental de la empresa. Ed. Ariel. Barcelona



#### **Additional**

- ARANGÜENA PERNAS, AURELIO (1994): Auditoría medioambiental en la empresa. Ed. Centro de Estudios Ramón Areces, s.a.. Madrid.
- CARPINTERO REDONDO, OSCAR (1999): Entre la economía y la naturaleza. Los libros de la catarata. Madrid.
- CALOMARDE, JOSE V. (2000): Marketing ecológico. Ed. Pirámide ESIC. Madrid.
- NAREDO, JOSE MANUEL (2010): Raíces económicas del deterioro ecológico y social. Ed. Siglo XXI. Madrid.
- DEL BRIO GONZÁLEZ, JESÚS ÁNGEL Y JUNQUERA CIMADEVILLA, BEATRIZ (2001): Medio ambiente y empresa: de la confrontación a la oportunidad. Ed. Civitas. Madrid.
- CONESA FERNANDEZ-VÍTORA, VICENTE (1997): Instrumentos de la gestión ambiental en la empresa. Ed. Mundi-Prensa. Madrid-Barcelona-México.

#### **ADDENDUM COVID-19**

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

**English version is not available**