INTRODUCTION

Following Milton Friedman's view: there is no responsibility for a Business Corporation other than (...) to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, that means engaging in open and free competition without deception or fraud.”

We ask ourselves if this statement is still valid nowadays? Is there anything else, in addition to "without deception or fraud“? We believe there is much more.

This program deals with the key concept of Corporate Responsibility and why it should be part of the Corporate Strategy of our Organisations. In other words, the extent of economic, social and environmental responsibility as part of our strategy.

We will debate about management responsibility towards shareholders and stakeholders, the present times, the future perspectives, the new demands, issues and opportunities that different multinational environments bring, and how we are going to deal with them?

AIMS

- To apply a professional, critical reasoning on the execution of responsible criteria.
- To analyse the different stages in the development of the Responsible Management concepts, from the initial philanthropic one to its full integration in deciding, planning and execution, short and long term.
- To execute responsible based strategies in all activities throughout the value chain.
- To introduce the concept of Responsible Management and its sustainability as a source of competitive advantage.
- To develop a sense of environment perspective, evaluating actual and future demands, issues and opportunities, and the eventual corporate response.

METHODOLOGY

The program's dynamics is based on both individual and group participation. The participants play an active role in the debate on cases and business situations that are introduced.

All cases and reading material are previously delivered, therefore participants have time to prepare all and actively participate in the sessions with a solid base of knowledge.

A good quality participation demands to prepare the personal proposals, to listen and understand other participants’ proposals, and to build on everyone’s contribution.
EVALUATION

The individual participation grade will have a weight of 30% in the final grade.
The group presentation grade will have a weight of 30%.
The remaining 40% will be allotted to the final exam.

BIBLIOGRAPHY

- Vogel, David "The market for virtue" Washington D.C. The Brookings Institution, 2005