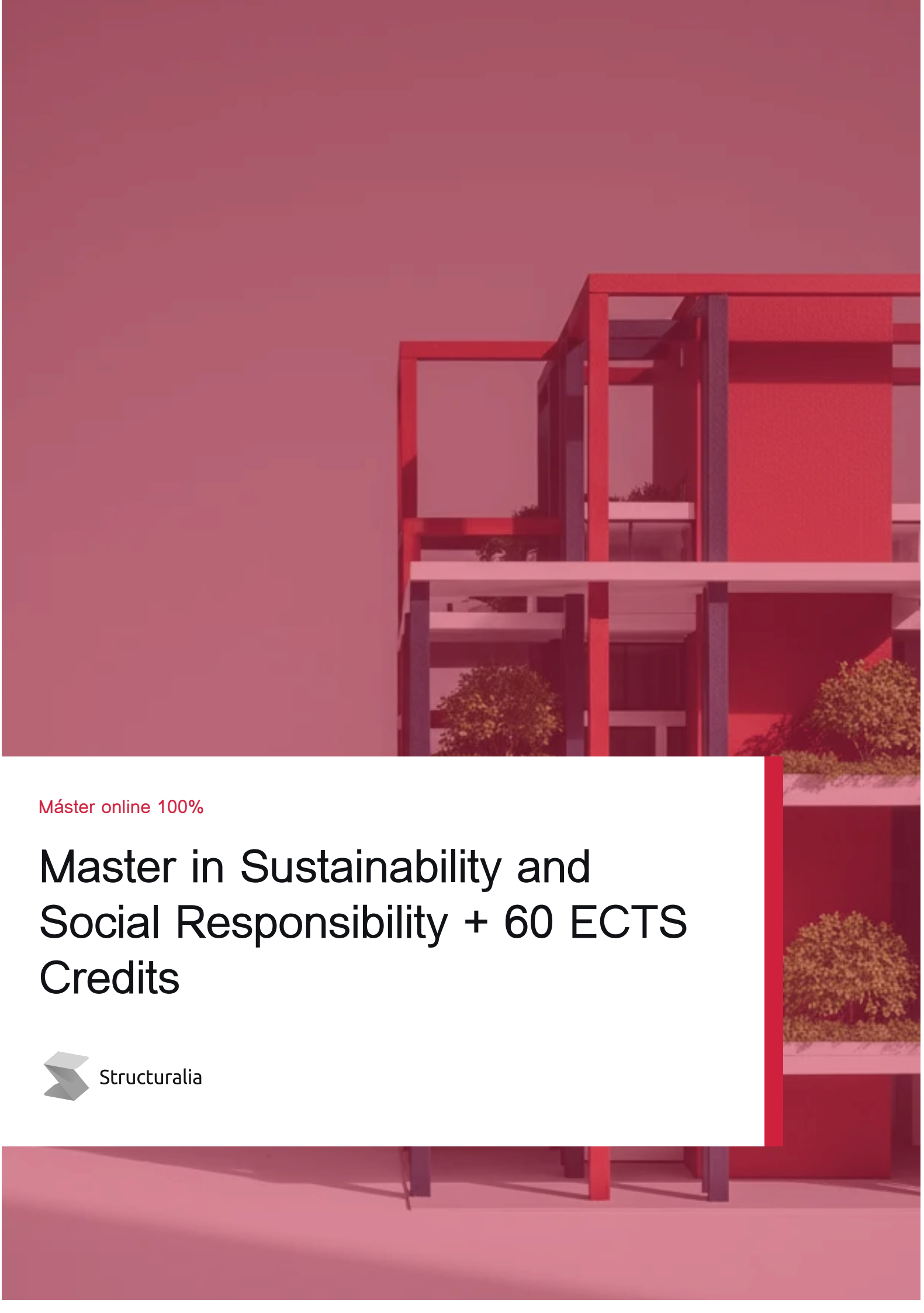


Máster online 100%

Master in Sustainability and Social Responsibility + 60 ECTS Credits

Structuralia

Máster online 100%

Master in Sustainability and Social Responsibility + 60 ECTS Credits

Modality
Online

Languages
Español

Duration
1500 hours (60 ECTS)

No Limit
AI Assistant

Does it include practices?
NO

Educational Institutions

Structuralia Engineering eLearning

UNIVERSIDAD NEBRIJA

Summary

The Master in Sustainability and Social Responsibility is a strategic specialization for professionals in the construction sector who seek to lead the integration of responsibility and sustainable development. You will address the growing demand for business management that integrates corporate sustainability as a central axis. The definition and implementation of a social impact strategy is no longer an option, but an unavoidable requirement. Sustainable financial funds, investment analysts and tenders, together with regulation on non-financial reporting, mark a new paradigm. This program equips you to lead this transformation. You will understand how the responsible and sustainable organization is articulated, from the concept and history of corporate social responsibility to the construction of its key elements. You will delve into the objectives and management of CSR in organizations, identifying and collaborating effectively with interest groups or stakeholders. Additionally, you will explore the management of socially responsible companies, contrasting traditional values with responsible values and applying social marketing to enhance your impact. You will anticipate the growth of this demand, driven by an increasingly informed and committed society, positioning yourself as a strategic reference in the integration of sustainability into

corporate strategy. This approach will allow you to not only meet current expectations, but also anticipate and shape future trends in social responsibility and sustainable development.

Agenda

MODULE 1. CORPORATE SOCIAL RESPONSIBILITY

1. DIDACTIC UNIT 1. THE RESPONSIBLE AND SUSTAINABLE ORGANIZATION

1. Fundamentals of the Socially Responsible Organization
2. Socially Responsible Features
3. Value Creation and CSR

2. DIDACTIC UNIT 2. THE OBJECTIVES AND MANAGEMENT OF CSR IN ORGANIZATIONS

1. Formulation of CSR objectives
2. Planning and programming of CSR activities
3. Integration of CSR into the organization's global strategy

3. DIDACTIC UNIT 3. INTEREST GROUPS OR STAKEHOLDERS

1. Interest Groups
2. Concept and Typology of "stakeholders"
3. Relations with Interest Groups
4. CSR and Stakeholders

4. DIDACTIC UNIT 4. THE MANAGEMENT OF SOCIALLY RESPONSIBLE COMPANIES

1. Sustainable Responsible Company Management
2. Corporate Governance
3. Management Ethics in the Responsible and Sustainable Company
4. Ethical and CSR audits
5. The design of a CSR action program

5. DIDACTIC UNIT 5. CONCEPT AND HISTORY OF CSR

1. Concept of Corporate Social Responsibility
2. Historical background of CSR
3. The Beginnings of CSR

6. DIDACTIC UNIT 6. CONSTRUCTION OF CSR AND ITS ELEMENTS

1. Long Term Vision vs. Short Term Vision
2. Building a Socially Responsible Company
3. What elements should CSR contain?

7. DIDACTIC UNIT 7. CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL MARKETING

1. Introduction to Social Marketing
2. Characteristics of Social Marketing
3. Social Responsibility and ethics in Marketing
4. Types of Social Marketing

5. Social Marketing and Social Responsibility
6. The expansion of the marketing concept
7. Social Marketing Plan
8. Company results with Corporate Social Marketing programs

8. DIDACTIC UNIT 8. TRADITIONAL VALUES VS. RESPONSIBLE VALUES

1. Values and principles of the traditional company
2. Values and principles of the responsible and sustainable company
3. Common good and own good

MODULE 2. SUSTAINABLE DEVELOPMENT GOALS (SDG)

1. DIDACTIC UNIT 1. SUSTAINABLE DEVELOPMENT

1. Introduction
2. Development and Environment
3. Sustainable development
4. Human Rights and Sustainable Development
5. Law International Environmental
6. What can be done?

2. DIDACTIC UNIT 2. DESCRIPTION OF THE 17 GOALS OF SUSTAINABLE DEVELOPMENT AND THE 169 GOALS

1. Introduction and context
2. Objectives and goals of sustainable development

3. DIDACTIC UNIT 3. VERTEBRATION OF THE SDGs. THE 5 P'S: PEOPLE, PROSPERITY, PLANET, PEACE AND PARTNERSHIP

1. How the sustainable development goals were created
2. Development vision promoted by the Sustainable Development Goals
3. The 5 Ps: People, Prosperity, Planet, Peace and Partnerships
4. The Millennium Development Goals (MDGs)

4. DIDACTIC UNIT 4. CHALLENGES AND PERSPECTIVES OF THE SDGs

1. Global challenges in the implementation of the SDGs
2. Local and regional challenges
3. Long-term perspective: future scenarios for the SDGs

5. DIDACTIC UNIT 5. IMPLEMENTATION OF THE SDGS IN PUBLIC POLICIES

1. Strategies for incorporating the SDGs into public policies
2. Tools and frameworks for implementation
3. Role of key actors in implementation

6. DIDACTIC UNIT 6. THE ROLE OF BUSINESSES AND CIVIL SOCIETY IN THE SDGS

1. Introduction to the role of business and civil society in the SDGs
2. Contribution of companies to the SDGs
3. Role of civil society in promoting the SDGs

4. Synergies between companies and civil society

7. DIDACTIC UNIT 7. EVALUATION AND MONITORING OF PROGRESS TOWARDS THE SDGS

1. Importance of evaluation in the context of sustainable development
2. Key indicators to measure progress on the SDGs
3. Tools and methodologies for impact monitoring
4. Challenges and limitations in measuring the SDGs

8. DIDACTIC UNIT 8. THE ENVIRONMENTAL PROBLEM

1. The environmental problem
2. More direct consequences on the environment
3. The evolution of energy consumption
4. World energy reserves

9. DIDACTIC UNIT 9. RENEWABLE AND NON-RENEWABLE ENERGY

1. Primary and final energies
2. energy vectors
3. Renewable and non-renewable sources
4. Classification of renewable energies
5. Renewable technologies and their regulatory classification

10. DIDACTIC UNIT 10. ENVIRONMENTAL EDUCATION

1. Fundamentals of Environmental Education
2. Main Agents of Environmental Education
3. Environment and Economic Development
4. Practices and Techniques for Environmental Education

11. DIDACTIC UNIT 11. CONTRIBUTION OF THE PRIVATE SECTOR AND FINANCING MECHANISMS FOR THE 2030 AGENDA

1. The private sector in the face of global sustainability
2. Integration of the SDGs into business strategy
3. Financial instruments for sustainable development
4. Innovation and market opportunities linked to the SDGs
5. Sectoral application. OCS in engineering and infrastructure

12. DIDACTIC UNIT 12. CIVIL SOCIETY, MULTIFACTOR ALLIANCES AND EMERGING DYNAMICS FOR THE SDGs

1. Participation of civil society and the third sector in the 2030 Agenda
2. Education, awareness and cultural change for the SDGs
3. Alliances for sustainable development and stakeholder management
4. Digital transformation and emerging technologies at the service of the SDGs
5. Strategic communication of the SDGs

MODULE 3. TRANSPARENCY AND GOOD GOVERNANCE. SUSTAINABLE MANAGEMENT OF PUBLIC AND PRIVATE ORGANIZATIONS

1. DIDACTIC UNIT 1. INTRODUCTION AND CONCEPTS

1. Transparency in organizations
2. Good corporate governance
3. Ethics in organizations
4. Leadership and responsible brand: Purpose
5. Responsible business. The evolution of CSR

2. DIDACTIC UNIT 2. POLICIES AND COMPLIANCE

1. Definition, scope and management of compliance
2. Code of ethics or conduct
3. Policies, standards and reference frameworks
4. Compliance, prevention, detection and risk management function
5. Complaint channel

3. DIDACTIC UNIT 3. RESPONSIBLE MANAGEMENT OF PUBLIC ADMINISTRATION

1. Compliance in the public sector
2. Ethics and integrity in the public sector
3. Corruption prevention
4. Areas of risk and operation
5. Public sector and 2030 agenda

4. DIDACTIC UNIT 4. IMPACT ON THE COMMUNITY. ALLIANCES AND ASSOCIATIONS

1. Strategies and positioning in CSR
2. Models of collaboration and participation in initiatives
3. Social and business activism
4. Human rights in the company
5. Circular economy

MODULE 4. CORPORATE SOCIAL RESPONSIBILITY AND THE RESPONSIBLE MANAGEMENT OF EMPLOYED PEOPLE

1. DIDACTIC UNIT 1. RESPONSIBLE HR MANAGEMENT

1. Introduction
2. Internal policies and systematization
3. Reference initiatives
4. Information and negotiation
5. Risk assessment

2. DIDACTIC UNIT 2. DIVERSITY AND EQUALITY

1. Diversity and equality
2. Harassment
3. Vulnerable groups and social exclusion
4. Disability
5. Communication and language

3. DIDACTIC UNIT 3. EMPLOYER BRANDING & TALENT

1. Selection and hiring
2. Conciliation
3. Skill development
4. Performance evaluation
5. Occupational health and safety

4. DIDACTIC UNIT 4. CSR: INITIATIVES WITH EMPLOYEES

1. Social benefits
2. Healthy company
3. Volunteering
4. Family business
5. Awareness

MODULE 5. MANAGEMENT OF CUSTOMERS, USERS AND CONSUMERS IN CORPORATE SOCIAL RESPONSIBILITY

1. DIDACTIC UNIT 1. CONCEPTS AND SCOPE

1. Introduction. Concepts and scope. The client as stakeholders
2. New paradigms in CSR
3. Internal policies and risk assessment
4. Customers on standards and systematics
5. Work areas and good practices

2. DIDACTIC UNIT 2. CSR MANAGEMENT TOOLS FOR THE CUSTOMER, THE USER AND THE CONSUMER

1. Quality management
2. Quality management processes
3. Quality management models
4. Safe, healthy, adapted and inclusive products and services
5. Responsible information and communication

3. DIDACTIC UNIT 3. DIALOGUE WITH CUSTOMERS, USERS AND CONSUMERS. CUSTOMER EXPERIENCE

1. Reasons and scope of dialogue with clients, users and consumers
2. Tools for dialogue with clients, users and consumers
3. The concept of customer experience (customer experience) and its relationship with CSR
4. Methodologies for the implementation of the custome experience
5. Good practices and client-specific programs

4. DIDACTIC UNIT 4. SUSTAINABILITY IN PRODUCTS AND SERVICES

1. From conscious consumption to responsible consumption
2. collaborative economy
3. Sustainable cities: Circular economy and renaturalization of the city
4. Sustainable cities: sustainable mobility
5. Sustainable construction

MODULE 6. RESPONSIBLE PURCHASING AND SUPPLY MANAGEMENT

1. DIDACTIC UNIT 1. FUNDAMENTALS AND INTEGRAL ASPECTS OF PURCHASING AND SUPPLYING

1. Fundamentals, terms and aspects associated with purchases and supplies
2. Structure and organization in purchasing and supply management
3. Processes in purchasing and supply management
4. Regulations and codes in purchasing and supply management
5. Risks of purchases and supplies

2. DIDACTIC UNIT 2. SUPPLY CHAIN AND SUPPLY CHAIN MANAGEMENT: 'SUPPLY CHAIN'

1. Management of suppliers and relationships with them
2. Design of relationship frameworks and dialogue with suppliers
3. Supply chain
4. Responsible and sustainable control of the supply chain
5. Subcontracting of suppliers and basic contents of standard legislation

3. DIDACTIC UNIT 3. RESPONSIBLE AND SUSTAINABLE PURCHASE MANAGEMENT SYSTEM

1. Purchasing and supply management as a business function
2. The sustainable purchasing management system according to ISO 20400:2017 (I)
3. The sustainable purchasing management system according to ISO 20400:2017 (II)
4. Impact of purchases on the Sustainable Development Goals
5. Purchasing management in ISO 26000:2010 Social responsibility guide

4. DIDACTIC UNIT 4. MAIN CONCEPTS AND TYPES OF RESPONSIBLE AND SUSTAINABLE PURCHASES

1. Traditional purchasing management
2. Current purchasing management
3. Responsible and sustainable purchases
4. Types of responsible and sustainable purchases
5. Sustainable public procurement

MODULE 7. SUSTAINABLE FINANCE

1. DIDACTIC UNIT 1. SUSTAINABILITY AND THE FINANCIAL WORLD

1. Sustainability and finances
2. Main environmental and social challenges
3. ESG criteria
4. Risks and sustainability
5. Current situation of sustainable finance

2. DIDACTIC UNIT 2. LEGAL AND INSTITUTIONAL FRAMEWORK OF SUSTAINABLE FINANCE

1. The United Nations Environment Program (UNEP)
2. The UNEP Financial Initiative
3. The 2030 Agenda and sustainable development
4. Sustainable finance in Europe

5. Sustainable finance in Spain

3. DIDACTIC UNIT 3. SUSTAINABLE INVESTMENT PRODUCTS

1. Sustainable investment
2. Sustainable investment strategies
3. Reporting in sustainable investment
4. SRI funds and sustainable pension plans
5. Impact investing

4. DIDACTIC UNIT 4. SUSTAINABLE FINANCING PRODUCTS

1. Sustainable financing
2. Green bonds
3. Social bonds, sustainable bonds and bonds linked to sustainability
4. Sustainable loans for companies and individuals
5. Microfinance

MODULE 8. ENVIRONMENTAL APPROACH AND MANAGEMENT IN CORPORATE SOCIAL RESPONSIBILITY

1. DIDACTIC UNIT 1. INTRODUCTION. GENERAL ASPECTS

1. Concept of the Environment and historical evolution of environmental concern.
2. Global environmental problems and main lines and policies of environmental protection worldwide.
3. Environmental responsibility and tools for the prevention of environmental impacts.
4. Environmental awareness and education
5. Green Economy and Circular Economy. New models.

2. DIDACTIC UNIT 2. MAIN ENVIRONMENTAL VECTORS

1. Natural resources. Efficiency in resource consumption. Water resources.
2. Ecosystems and Biodiversity
3. Pollution and discharges: definition and types of pollution.
4. Climate change and greenhouse emissions.
5. Waste Generation

3. DIDACTIC UNIT 3. TOOLS FOR ENVIRONMENTAL MANAGEMENT

1. Environmental management in the company: ISO Standards and EMAS Regulation. Environmental indicators, KPIs and environmental footprint.
2. Carbon footprint, calculation and evaluation.
3. Water footprint, calculation and evaluation.
4. Ecodesign and LCA (life cycle analysis).
5. Ecolabeling and ecodesign.

4. DIDACTIC UNIT 4. ENVIRONMENT AND CSR

1. Reasons to incorporate the Environment into CSR
2. Reference initiatives
3. Internal policies
4. Risks related to the Environment
5. Consideration of environmental aspects in CSR standards and systems

MODULE 9. CSR COMMUNICATION AND NON-FINANCIAL INFORMATION REPORTING

1. DIDACTIC UNIT 1. INTRODUCTION TO CSR COMMUNICATION

1. The ethics of communication.
2. Communication as a strategic tool of CSR.
3. The communication of social action: social marketing and marketing with a cause.
4. Responsibility in the media.
5. CSR communication in large Spanish companies.

2. DIDACTIC UNIT 2. CSR COMMUNICATION STRATEGY AND TOOLS

1. CSR communication strategy.
2. New communication model. The importance of corporate narrative as a tool for linking, leadership and social transformation.
3. Tools and good practices in internal CSR communication.
4. CSR external communication tools.
5. Good practices in responsible communication.

3. DIDACTIC UNIT 3. REGULATIONS AND REFERENCE STANDARDS

1. SDG: a common language to communicate
2. Global Reporting Initiative (GRI).
3. Integrated Reporting (IR).
4. Non-Financial Information Law
5. Verification of CSR information: AA1000

4. DIDACTIC UNIT 4. CORPORATE REPUTATION AND RESPONSIBLE LEADERSHIP

1. Concept of Corporate Reputation and relationship with CSR.
2. Measurements and value of Corporate Reputation.
3. Corporate Reputation Management.
4. Critical reflection on CSR.
5. Responsible leadership, key to a good communicator.

MODULE 10. TFM. MASTER IN CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

Qualification

University Degree in Master of Lifelong Training in Sustainability and Social Responsibility issued by the Antonio de Nebrija University with 60 ECTS University Credits. Teachings not leading to obtaining an official qualification

Objectives

- • You will lead the formulation and execution of social impact strategies, integrating them transversally into the organizational structure. • You will design corporate responsibility management plans that promote the social and environmental commitment of your organization. • You will evaluate the global panorama of corporate responsibility, understanding its specific application in the construction sector. • You will effectively manage the relationship with interest groups (stakeholders), optimizing collaboration for sustainable development. • You will integrate the fundamentals of business management with a social focus, transforming the organizational culture towards sustainability. • You will develop marketing strategies with a social purpose that strengthen the reputation and positive impact of the company. • You will make strategic decisions that harmonize corporate values with the principles of sustainability and business ethics. • You will implement organizational models with a responsible and sustainable approach, ensuring their development and continuous improvement.

What does it prepare you for?

This program prepares you to lead the transformation of your organization towards a more responsible and sustainable business model. The Master in Sustainability and Social Responsibility trains professionals in the construction sector in the design of CSR strategies to improve corporate reputation and access to new financing opportunities. You will design Corporate Social Responsibility strategies that integrate the Sustainable Development Goals, effectively managing interest groups and communicating responsible values. You will implement practices that generate a positive impact in the economic, labor, social and environmental spheres. You will evaluate sustainability performance and make strategic decisions based on non-financial reporting, ensuring regulatory compliance and differentiation in the market. Thus, you will consolidate a global vision to direct the company towards excellence in its social commitment and long-term value creation.

Who is it addressed to?

Aimed at professionals in the construction sector who seek to specialize in sustainability management and corporate social responsibility. It is ideal for those who already perform functions related to social impact or aspire to lead the CSR strategy in their organizations, updating their knowledge and skills in the face of the growing demand for non-financial data management and the integration of ESG criteria. If you work in corporate areas, human resources, environment, quality or organization, and are interested in promoting a positive impact, this specialization offers you the tools to respond to the demands of sustainable financial funds, investment analysts and public and private tenders, strengthening your professional profile in a constantly evolving market.

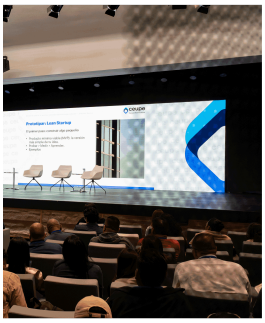
Official Character

This training is not included within the scope of official regulated training (Early Childhood Education, Primary Education, Secondary Education, Official Vocational Training FP, Baccalaureate, University Degree, Master University Officer and Doctorate). It is therefore a complementary and/or specialization training, aimed at the acquisition of certain competencies, skills or aptitudes of a professional nature, which can be assessed as merit in job boards and/or competitive examinations, always within the section of Complementary Training and/or Continuous Training. It is always essential to review the specific grading requirements of the specific public job boards to which we wish to apply.

Professional Outings

- The specialization in Sustainability and Social Responsibility positions you to assume senior management roles in the construction sector. You will be able to serve as Director of Corporate Sustainability, leading the integration of responsible practices throughout the organization and ensuring compliance with current regulations. Also as Head of CSR Strategy, designing and implementing policies that respond to the demands of sustainable financial funds and investment analysts. Other roles include Senior Sustainability Consultant for construction projects, where you will advise on optimizing social and environmental impact. Likewise, you will be able to direct Environment and Sustainability departments, or assume the management of non-financial information, crucial for reputation and access to public and private tenders. This training prepares you to be a reference in making strategic decisions that define the responsible and competitive future of the construction sector.







Live Madrid

Live the International Week

As an additional complement to your training, you can be part of the SIM: Week International in Madrid. A unique meeting that brings together students from all over the world. For seven days you can live an academic and cultural experience in the heart of Europe, culminating with the graduation ceremony in Madrid.

- Conferences and workshops with international experts
- Visits to companies and reference organizations
- Networking with students from different countries
- Cultural activities and discovery of Madrid
- graduation ceremony

Structural

Structuralia is a leading educational institution in postgraduate and highly specialized online training, focused on the fields of engineering, architecture, construction, energy, technology and digital transformation.

Founded in 2001 with a strong industrial DNA, the result of collaboration between large companies in the sector and the Universitat Politècnica de Catalunya (UPC), for more than 25 years we have accompanied technical professionals in their academic and professional development through practical, flexible training aligned with the reality of the labor market.

Our training proposal connects advanced technical knowledge, real employability and international projection, acting as key support in the professional evolution of those seeking to specialize, grow professionally and generate impact in their sector, with a firm commitment to the democratization of access to technical excellence.



+350.000

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+20 years

Experience in the training sector



5 stars

QS ranking in online education

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Meet PHIA, your personalized learning assistant

Use all the possibilities of artificial intelligence to get the most out of it match to your training

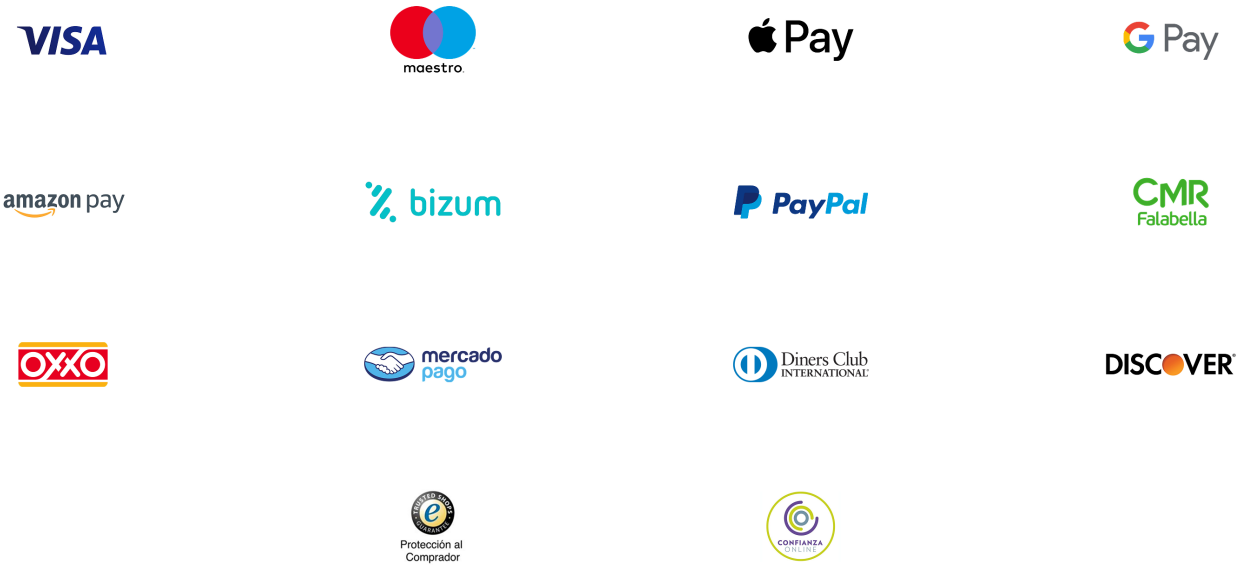
EDUCA EDTECH Group leads the digital revolution in education, promoting the continuous learning and technological transformation. The group is made up of recognized training institutions and its mission is to democratize access to education, promote the transfer of knowledge, technological development and research.

With the experience accumulated over more than 20 years, we have perfected our learning platform EDUCA LXP (Learning Experience Platform), the basis of our educational methodology, which provides students with online training practical and meaningful.



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Scholarship recommended

20%
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20%
Unemployment scholarship

15%
GROUP Scholarship

20%
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15%
Entrepreneurship Scholarship

20%
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