

Responsibility Managers: A Learning Experience – Service at The Universidade Católica Portuguesa - Viseu

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Palabras clave / Términos relevantes

Service-learning experience; Ethics and Social Responsibility, Code of good practices, Social Responsibility Measures, Sustainable Development Goals, Non-profit institutions.

1) Abstract

The “Responsibility Managers” project, a service-learning experience (ApS), was developed with 11 students; enrolled in the Business Ethics and Social Responsibility Curricular Unit (UC) of the Degree in Management, taught at the Universidade Católica Portuguesa Portuguese - Viseu; two professors and, as a partner, the Santa Casa da Misericórdia de Vale de Besteiros (SCMVB).

Objectives: prepare students for critical analysis, planning and decision-making within the scope of Ethics and Social Responsibility; promote the importance of ethics, social responsibility and sustainability for the common good; develop a code of good practices and define internal and external social responsibility measures, present a proposal for the adoption of sustainable development goals for the partner institution.

Methodology: the ApS methodology was followed, which combines academic learning with community service, data were collected in meetings between participants. The final evaluation was carried out through the application of a questionnaire survey to students, teachers and representatives of the partner entity.

Results: a code of good practices was prepared. Internal and external social responsibility measures, as well as a proposal for the adoption of sustainable development goals, were defined to be implemented by the partner institution. The questionnaires applied to all participants demonstrate the importance of this teaching and learning methodology for the acquisition of knowledge and skills related to the UC contents, for its applicability in a real context, for the promotion of the common good.

Implications: SCMVB reinforced its identity, implemented a code of good practices and internal and external measures of social responsibility with reciprocal benefits for all the institution's stakeholders. For the students, it was an opportunity to develop professional and personal skills in a real context of academic and professional interaction and sharing.