

# CORPORATE SOCIAL RESPONSIBILITY



# Corporate Social Responsibility

## Course Description:

This course introduces students to the fundamentals of Corporate Social Responsibility (CSR), with a focus on sustainability, stakeholder engagement, ethical decision-making, and social impact measurement. Through a combination of lectures, case studies, and group discussions, students will learn about the importance of CSR in today's business environment, the challenges and opportunities of integrating CSR into business practices, and the tools and techniques used to measure and report on CSR performance.

## Course Goals:

Understand the importance of Corporate Social Responsibility and the challenges and opportunities of implementing CSR in business practices.

Develop the knowledge and skills to develop and implement CSR strategies and initiatives.

Learn how to engage stakeholders, including customers, employees, investors, and communities, in CSR efforts.

Develop critical thinking skills that allow students to evaluate CSR issues and make informed decisions in a variety of contexts.

## Course Outline:

### **Week 1: Introduction to Corporate Social Responsibility**

1. Overview of CSR and the business case for CSR
2. Stakeholder theory and the role of stakeholders in CSR
3. Ethical decision-making in CSR

### **Week 2: Sustainability and Environmental Responsibility**

1. Sustainability and sustainable development
2. Environmental responsibility and best practices in sustainability
3. Measuring and reporting on sustainability performance

### **Week 3: Stakeholder Engagement and Social Responsibility**

1. Stakeholder engagement and communication in CSR

2. Social responsibility and the role of business in society
3. Measuring and reporting on social impact

#### **Week 4: Ethics and Governance in CSR**

1. Ethics and integrity in CSR
2. Governance and CSR
3. Measuring and reporting on governance and ethics performance

#### **Assessment and Evaluation:**

- Participation and Attendance: 10%
- Homework Assignments: 30%
- Midterm Exam: 20%
- Final Exam: 40%

#### **Required Readings:**

1. [The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success - and How You Can Too by Andrew Savitz and Karl Weber](#)
2. [The Social License: How to Keep Your Organization Legitimate by John Morrison](#)
3. [The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders by Archie B. Carroll](#)
4. [Corporate Social Responsibility: A Very Short Introduction by Jeremy Moon](#)
5. [The Sustainable MBA: A Business Guide to Sustainability by Giselle Weybrecht](#)

#### **Course Assignments:**

1. Develop a CSR strategy and implementation plan for a company or organization.
2. Conduct a stakeholder engagement project and develop a stakeholder engagement plan.
3. Measure and report on the sustainability and social impact performance of a company or organization.

#### **Classroom Policies:**

- Attendance and participation are expected in every class.

- Late homework assignments will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.
- Accommodations for students with disabilities are available through the Disability Services Office.

## Course Resources:

- CSR databases and reports: There are various CSR databases and reports that students can access to research and learn about CSR practices of companies and organizations. Some examples include the Global Reporting Initiative (GRI), the Dow Jones Sustainability Index (DJSI), and the Corporate Knights Global 100.
- Guest speakers and site visits: Inviting guest speakers from industry and academia to share their insights and experiences in CSR can be a valuable learning opportunity for students. Site visits to companies or organizations that have implemented successful CSR strategies can also provide real-world examples of CSR practices.
- CSR simulations and games: Simulations and games can be a fun and interactive way to learn about CSR. Students can participate in simulations that allow them to make decisions related to CSR and see the impact of those decisions in a virtual environment.
- CSR case studies: Case studies are an effective way to illustrate the application of CSR concepts and principles in real-world situations. Students can analyze case studies to gain a better understanding of the challenges and opportunities of implementing CSR in business practices.
- CSR associations and organizations: There are various associations and organizations that focus on CSR and sustainability, such as the United Nations Global Compact, the Business for Social Responsibility (BSR), and the Corporate Responsibility Association (CRA). These organizations provide resources and tools for businesses and individuals to implement and learn about CSR practices.