

Subject Description Form

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| Subject Code | MM4513 |
| Subject Title | Corporate Social Responsibility |
| Credit Value | 3 |
| Level | 4 |
| Normal Duration | 1-semester |
| Pre-requisite/ Co-requisite/ Exclusion | Exclusion: Corporate Social Responsibility (AF4513) or equivalent |
| Role and Purposes | Corporate social responsibility has its foundations in the students' knowledge of a diverse range of business functions and sectors. Whatever the specific business setting (accountancy, finance, logistics, marketing or management) the examination of corporate interaction with stakeholders and the notions of social responsibility and ethical behaviour are a matter of concern. This subject contributes to the achievement of the BBA programme outcomes by enabling students to <u>identify and respond appropriately to ethical issues</u> (BBA Outcome 4). |
| Subject Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand what is meant by “corporate social responsibility” and appreciate its development. b. analyze “corporate social responsibility” within the framework of business ethics. c. appreciate that corporate social responsibility may need different approaches in differing value systems. d. apply appropriate corporate social responsibility concepts and approaches in realistic corporate circumstances. e. identify the interconnection of this subject with other disciplines. |
| Subject Synopsis/ Indicative Syllabus | <p>The Development of Corporate Social Responsibility</p> <p>The notion of stakeholders’ responsibility; concern for stakeholders and the environment; corporate social responsibility and business ethics; ethical and moral reasoning; the relationship between law, ethics and corporate social responsibility.</p> <p>A Framework for Corporate Social Responsibility</p> <p>Stakeholder perspective; institutional environments; and corporate social performance.</p> <p>Corporate Social Responsibility Practices</p> <p>The conflict between economic performance and social responsibility; relations between corporations and key stakeholders; codes of corporate social responsibility; stakeholder group responsibility practices.</p> <p>International Issues in Corporate Social Responsibility</p> |

| | The diversity of cultural values; CSR as ethical values vs CSR as business strategy; cross-cultural dilemmas facing corporations; current developments in corporate social responsibility. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Teaching/Learning Methodology | Lectures will introduce the concepts of corporate social responsibility and the debates concerning the need for corporations to be socially responsible. Seminars will provide students and opportunity to consider and debate practical examples and to discuss a wide variety of case-studies concerning the various aspects of corporate social responsibility. Continuous assessment will comprise preparation for and contribution to seminar activities, small-group case-study research and presentations. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment Methods in Alignment with Intended Learning Outcomes | <table border="1" data-bbox="424 544 1485 1081"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>50%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Individual essay</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Group Presentations and Discussions and Comments on Peer Presentations</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination (Closed-book 3-hour)</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="424 1122 1485 1189">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1211 1485 1272">To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components.</p> <p data-bbox="424 1294 1485 1391">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="472 1413 1485 1720" style="list-style-type: none"> ▪ Consider the issues which are presented in the lectures; ▪ Read the key sections of the relevant chapters of the adopted text books; ▪ Discuss the CSR issues arising from the current cases; ▪ Appreciate that different approaches may be adopted to practice corporate social responsibility; ▪ Participate in presenting the group’s views on the case or question to be presented. | | | | | | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | a | b | c | d | e | Continuous Assessment | 50% | | | | | | 1. Individual essay | 25% | ✓ | ✓ | ✓ | ✓ | ✓ | 2. Group Presentations and Discussions and Comments on Peer Presentations | 25% | ✓ | ✓ | ✓ | ✓ | ✓ | Examination (Closed-book 3-hour) | 50% | ✓ | ✓ | ✓ | ✓ | ✓ | Total | 100 % | | | | | |
| Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | a | b | c | d | e | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Continuous Assessment | 50% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Individual essay | 25% | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. Group Presentations and Discussions and Comments on Peer Presentations | 25% | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Examination (Closed-book 3-hour) | 50% | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Student Study Effort Expected | Class contact: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ▪ Lectures | | | | 26 Hrs. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ▪ Seminars | | | | 13 Hrs. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Other student study effort: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | ▪ Preparation for presentations, discussions and comments | | | | 24 Hrs. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | <ul style="list-style-type: none"> ▪ Preparation for lectures, essay & exam | 60 Hrs. |
| | <ul style="list-style-type: none"> ▪ Total student study effort | 123 Hrs. |
| | <p>Textbook: Crane, A. and Matten, D. 2016. <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i>, International Edition, Oxford University Press.</p> <p>Other Readings: [1] Moon, Jeremy. 2007. The Contribution of Corporate Responsibility to Sustainable Development, <i>Sustainable Development</i>, 15(5): 296-306. [2] Jamali, Dima. 2008. A Stakeholder Approach to Corporate Social Responsibility: A Fresh Perspective into Theory and Practice, <i>Journal of Business Ethics</i>, 82 (1): 213-231. [3] Spiller, Rodger. 2000. Ethical Business and Investment: A Model for Business and Society, <i>Journal of Business Ethics</i>, 27 (1): 149-160. [4] Babson College, <i>Introduction to the Babson Framework for Ethical Decision Making</i>. [5] Roberts, Sarah. 2003. Supply Chain Specific? Understanding the Patchy Success of Ethical Sourcing Initiatives, <i>Journal of Business Ethics</i>, 44(1): 159-170. [6] Spence, Laura J., Anne-Marie Coles & Lisa Harris. 2001. The Forgotten Stakeholder? Ethics and Social Responsibility in Relation to Competitors, <i>Business and Society Review</i>, 106(4): 331-352.</p> | |
| Reading List and References | | |