

DEREE COLLEGE SYLLABUS FOR: MG 4028 CORPORATE SOCIAL RESPONSIBILITY					
(Previously MG 4128 Corporate Social Responsibility) (Updated Fall 2021)	UK LEVEL: 6 UK CREDITS: 15 US CREDITS: 3/0/3				
PREREQUISITES:	None				
CATALOG DESCRIPTION:	Total systems approach to integrating factors related to the workplace, human rights, the community, the environment and the marketplace into core business strategies. Examination of the economic, environmental and social dimensions necessary for sustainable business success.				
RATIONALE:	Given the emphasis put on a stakeholder approach in contemporary corporate morality, corporate social responsibility (CSR) has evolved in the business context from a voluntary to a necessary activity, which may contribute to a firm's sustainable competitive advantage. As successful future business managers, students should have knowledge and understanding of the relationship and impact a business has on the economic, social, moral and environmental dimensions of society. As societal expectations increase for more socially responsible business behaviors, business decision makers must be aware of and be able to respond effectively to these increasing demands.				
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Analyze and apply knowledge of corporate social responsibility practices in contemporary domestic, international and global organizations. 2. Critically evaluate the challenges a Corporate Social Responsibility approach faces in the contemporary business domain. 3. Examine contemporary strategies for managing corporate social responsibility and stakeholder expectations. 4. Demonstrate effective team and presentation skills. 				
METHOD OF TEACHING AND LEARNING:	In congruence with the learning and teaching strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Classes consist of lectures, case studies and in-class discussion of related material. In-class discussion is emphasized. ➤ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➤ Use of Blackboard, where instructors post lecture notes, online quizzes assignment instructions, required readings, timely announcements, as well as additional resources. 				
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tbody> <tr> <td>First Assessment: Written project (Individual - 1,800-2,200 words)</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Second Assessment: Presentation – Teams of two</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table>	First Assessment: Written project (Individual - 1,800-2,200 words)	50%	Second Assessment: Presentation – Teams of two	10%
First Assessment: Written project (Individual - 1,800-2,200 words)	50%				
Second Assessment: Presentation – Teams of two	10%				

Final Assessment: Written examination (Essay-type questions)	40%
---	------------

Formative:

Case studies, debates	0%
-----------------------	-----------

The formative coursework aims to prepare students for the written project and the final examination.

The written project tests Learning Outcome 1.

The final examination tests Learning Outcomes 2 and 3.

The team presentation tests Learning Outcome 4.

Students are required to resit failed assessments in this module.

INDICATIVE READING:

REQUIRED READING:

Post, J., Lawrence, A.T. and Weber, J. Business and Society: Corporate Strategy, Public Policy & Ethics. McGraw-Hill, latest edition.

RECOMMENDED READING:

BOOKS:

Baker, C. R. (2018). Corporate Social Responsibility (CSR): Practices, Issues and Global Perspectives. New York: Nova Science Publishers, Inc.

Cohen, E. (2010). CSR for HR : A Necessary Partnership for Advancing Responsible Business Practices. Sheffield, UK: Routledge.

Cramer Aron, Karabell Zachary. (2011) Sustainable Excellence: The Future of Business in a Fast-Changing World. Rodale

Feller, J. (2016). CSR Strategies in International Business. Concepts and Theories for a Competitive Edge. [Place of publication not identified]: Anchor Academic Publishing.

Kane G. (2011) The Green Executive: Corporate Leadership in a Low Carbon Economy. Routledge

Leal Filho, W., Idowu, S. O., & Louche, C. (2010). Innovative CSR : From Risk Management to Value Creation. Sheffield, UK: Routledge.

Manners-Bell, J. (2017). Supply Chain Ethics: Using CSR and Sustainability to Create Competitive Advantage. London: Kogan Page.

Sanford Carol. (2011) The Responsible Business: Reimagining Sustainability and Success. Jossey – Bass, A Wiley Imprint

Tolhurst, N., & Visser, W. (2010). The World Guide to CSR : A Country-by-Country Analysis of Corporate Sustainability and Responsibility. Sheffield, U.K.: Routledge.

Willard Bob (2012) The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line. New society publishers

ARTICLES:

Abid, T., Abid, D. M., & Moulins, J. (2020). What corporate social responsibility brings to brand management? The two pathways from social responsibility to brand commitment. Corporate Social Responsibility &

Environmental Management, 27(2), 925–936.
<https://doi.org/10.1002/csr.1856>

Aguilera, C. J., & Guerrero, V. J. (2018). How Corporate Social Responsibility Helps MNEs to Improve their Reputation. The Moderating Effects of Geographical Diversification and Operating in Developing Regions. *Corporate Social Responsibility & Environmental Management*, 25(4), 355–372. <https://doi.org/10.1002/csr.1465>

Col, B., & Patel, S. (2019). Going to Haven? Corporate Social Responsibility and Tax Avoidance. *Journal of Business Ethics*, 154(4), 1033–1050. <https://doi.org/10.1007/s10551-016-3393-2>

Grover, P., Kar, A. K., & Ilavarasan, P. V. (2019). Impact of corporate social responsibility on reputation—Insights from tweets on sustainable development goals by CEOs. *International Journal of Information Management*, 48, 39–52. <https://doi.org/10.1016/j.ijinfomgt.2019.01.009>

Kumar, K., Boesso, G., & Michelon, G. (2016). How Do Strengths and Weaknesses in Corporate Social Performance Across Different Stakeholder Domains Affect Company Performance? *Business Strategy & the Environment* (John Wiley & Sons, Inc), 25(4), 277–292. <https://doi.org/10.1002/bse.1874>

Maon, F., Swaen Valérie, & De Roeck, K. (2021). Coporate branding and corporate social responsibility: toward a multi-stakeholder interpretive perspective. *Journal of Business Research*, 126, 64–77. <https://doi.org/10.1016/j.jbusres.2020.12.057>

Noack, D., Miller, D. R., & Smith, D. (2019). Let Me Make It Up to You: Understanding the Mitigative Ability of Corporate Social Responsibility Following Product Recalls. *Journal of Business Ethics*, 157(2), 431–446. <https://doi.org/10.1007/s10551-017-3639-7>

Orlitzky, M., Louche, C., Gond, J.-P., & Chapple, W. (2017). Unpacking the Drivers of Corporate Social Performance: A Multilevel, Multistakeholder, and Multimethod Analysis. *Journal of Business Ethics*, 144(1), 21–40. <https://doi.org/10.1007/s10551-015-2822-y>

O'Toole, J. (2019). The Prospects for Enlightened Corporate Leadership. *California Management Review*, 61(3), 72–92. <https://doi.org/10.1177/0008125619839677>

Qiu, S. (C., Jiang, J., Liu, X., Chen, M.-H., & Yuan, X. (2021). Can corporate social responsibility protect firm value during the covid-19 pandemic? *International Journal of Hospitality Management*, 93. <https://doi.org/10.1016/j.ijhm.2020.102759>

Rahman, M., Rodriguez-Serrano, M. Á., & Lambkin, M. (2017). Corporate Social Responsibility And Marketing Performance: The Moderating Role of Advertising Intensity. *Journal of Advertising Research*, 57(4), 368–378. <https://doi.org/10.2501/JAR-2017-047>

Scheidler, S., Edinger-Schons, L. M., Spanjol, J., & Wieseke, J. (2019). Scrooge Posing as Mother Teresa: How Hypocritical Social Responsibility Strategies Hurt Employees and Firms. *Journal of Business Ethics*, 157(2), 339–358. <https://doi.org/10.1007/s10551-018-3788-3>

Yang, Y., & Stohl, C. (2020). The (in)congruence of measures of corporate social responsibility performance and stakeholder measures of corporate

	<p>social responsibility reputation. Corporate Social Responsibility & Environmental Management, 27(2), 969–981. https://doi.org/10.1002/csr.1859</p> <p>Yuan, Y., Tian, G., Lu, L. Y., & Yu, Y. (2019). CEO Ability and Corporate Social Responsibility. Journal of Business Ethics, 157(2), 391–411. https://doi.org/10.1007/s10551-017-3622-3</p>
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	MS Office
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the individual project. Useful sources include:</p> <p>www.csreurope.org www.globalreporting.org www.csrhellas.net www.globalcsr www.ebscohost.com www.emerald.com/insight</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Business and the Ethical Environment 2. Business and government in a Global Society 3. The Corporation and the Natural Environment 4. Business and Technological Change 5. Business and the stakeholders 6. Business and public policy 7. Case studies and presentations in corporate social responsibility 8. Team and presentation skills