



APPLIES TO ACADEMIC YEAR 2003/2004

GRA 6029 Corporate Social Responsibility

Program

N/A

Responsible for the course

Atle Midttun, Jørgen Randers

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Objective

The course will familiarise the students with the main issues of Corporate Social Responsibility and its implementation in corporate governance and business practice. It explores the challenges that expectation of improved social responsibility poses to business and how this challenge is being handled. The course discusses the various reasons why corporations chose to emphasize CSR, varying from morality via reputation management to profit maximization. The course also presents the societal perspective on CSR, where the corporate emphasis on CSR is seen as a new form of "self-regulation" which can be used by society as a supplement to existing legislation and other government intervention. Through lectures and practical case examples, the course seeks to familiarize the students with the kind of tradeoffs that enterprises will have to make between their 'citizenship' roles and their immediate commercial concerns. It also aims at developing the students' skills to transform these tradeoffs into opportunities for the firm and society. The course will also provide an overview of the main tools for implementing corporate social responsibility, such as organisational certification, value chain monitoring and indicator-based benchmarking.

Prerequisites

Bachelor of Science in Marketing/Business or equivalent.

Compulsory literature

Simon Zadek. 2001. *The civil corporation: The new economy of corporate citizenship*. London: Earthscan.

EU Kommissionen. 2001. *Grønbog: Fremme af en europæisk ramme for virksomhedernes sociale ansvar*. Brussel: EU Kommissionen. KOM (2001) 366 endelig. Also available from URL: <http://europa.eu.int/eur-lex/da/com/gpr/2001/com2001_0366da01.pdf>. [Accessed 2003 May 21].

Midttun, Atle, ed. 2003. *A compendium of selected articles*. Sandvika: Handelshøyskolen BI.

Recommended literature

International standards, codes and principles for CSR

MacIntosh, Malcom et al. 1998. *Corporate citizenship: Successful strategies for responsible companies*. London: Financial Times Prentice Hall.

Course outline

The course will explore a number of current CSR themes both in principle and practice, and with a dual focus at the firm and societal level:

- The firm's responsibility for local and global environment
- Human rights dilemmas under engagements outside the "West"
- Social responsibilities under layoffs and dramatic change
- Business ethics and values related to both investment and trade
- Risk management and societal interests
- CSR and Corporate governance

- Stakeholder dialogue
- CSR, reputation & brand management
- Media and communication processes related to CSR
- Evaluation of indicators & indexes as tools to expand CSR

Computer-based tools

Standard

Course structure

36 hours, divided into regular lectures and workshops

Evaluation

3 hours written exam, 50% (individual)

Project paper 50% (group)

Evaluation code(s)

GRA 60291 three hour written exam (50%)

GRA60292 Project paper (50%)

Aids at the examination

Exam: Non-programmable calculator

Paper: All

Makeup exam

Next ordinary exam for this course