



APPLIES TO ACADEMIC YEAR 2005/2006

GRA 6029 Corporate Social Responsibility

Program

Master of Science in Business, Master of Science in Leadership and Organizational Psychology, Master of Science in Management, Master of Science in Marketing (Management), Master of Science in Marketing (Marketing), Master of Science in Marketing (Organizational Communication), Master of Science (common course), Master of Science (Financial Economics)

Responsible for the course

Atle Midttun, Jørgen Randers

Department

Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

The course will familiarise the students with the main issues of Corporate Social Responsibility and its implementation in business practice and corporate governance.

Objective

The course explores the challenges society's expectation of improved social responsibility poses to business and how these challenges are 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 in transforming 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 stakeholder dialogue, indicator-based benchmarking, value chain monitoring, and organisational certification.

Prerequisites

Bachelor of Science in Marketing/Business or equivalent.

Compulsory literature

Books:

EU Kommissionen.. 2001. Grønbog: Fremme af en europæisk ramme for virksomhedernes sociale ansvar.. Brussel:

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

Recommended literature

Books:

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 the local and global environment
- Human rights dilemmas under engagements outside the industrial world
- Social responsibilities under layoffs and dramatic change
- Business ethics and values related to 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 and indices as tools to expand CSR

Computer-based tools

Standard, Blackboard/homepage

Course structure

36 hours, divided into regular lectures and workshops

Evaluation

1 hour written exam, (multiple choice, 30%)

Project paper 70% (group of max 3 students)

Evaluation code(s)

GRA 60293 (100%)

Aids at the examination

Exam: Non-programmable calculator, bilingual dictionary

Paper: All

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.