



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6029 Corporate Responsibility

Program

Common Course

Responsible for the course

Atle Middtun, 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 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 CR, varying from morality via reputation management to profit maximization. The course also presents the societal perspective on CR, where the corporate emphasis on CR 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 responsibility, such as stakeholder dialogue, indicator-based benchmarking, value chain monitoring, and organisational certification.

Prerequisites

A Bachelor's degree qualifying for admission to the MSc programme.

Compulsory literature

Books:

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

Collection of articles:

Atle Middtun and Jørgen Randers. 2005. Compendium

Recommended literature

Course outline

The course will explore a number of current CR 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
- CR and Corporate governance
- Stakeholder dialogue
- CR, reputation & brand management
- Media and communication processes related to CR
- Evaluation of indicators and indices as tools to expand CR

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)

Both parts must obtain a pass grade for the student to pass

Evaluation code(s)

GRA 60293 accounts for 100 % of the final grade in the course GRA 6029.

Aids at the examination

Exam: Simple 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.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.