



APPLIES TO ACADEMIC YEAR 2007/2008

## GRA 6029 Corporate Responsibility

### Program

Common Course, Master of Science in Business and Economics, Master of Science in Financial Economics, Master of Science in International Marketing and Management, Master of Science in Leadership and Organizational Psychology, Master of Science in Marketing, Master of Science in Political Economy

### Responsible for the course

Atle Midttun, Jørgen Randers

### Department

Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

English

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:

Kakabadse, Andrew and Mette Morsing, eds. 2006. Corporate social responsibility : reconciling aspiration with application. New York : Palgrave Macmillan

#### Collection of articles:

Atle Midttun 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.

Specific Information regarding student evaluation will be provided in class. Please note that while attendance is not compulsory in all courses, it is the student's responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

**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

Support materials at written examinations are explained under exam information in our web-based student handbook. Please note use of calculator. <http://www.bi.no/studenthandbook>.

**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 represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and 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.