



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 6029 Corporate Responsibility and Ethical Reflection

Programme

Core Course, Master in Professional Accountancy, 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 Political Economy, Master of Science in Strategic Marketing Management

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

The course will familiarise the students with the main issues of corporate responsibility and business ethics and their implementation in corporate governance and operative managerial practice.

Learning outcome

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. The course aims at strengthening each participant's ability to identify, to reflect and respond to ethical management challenges and decision making in organisations. Students will analyse and discuss different approaches to improving ethical behaviour in and of organisations. 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 reading

Books:

Hosmer, LaRue Tone. 2008. The ethics of management. 6th ed. Boston : McGraw-Hill Irwin
Høivik, Heidi von Weltzien, ed. 2002. Moral leadership in action : building and sustaining moral competence in European organizations. Cheltenham : Edward Elgar
Kakabadse, Andrew and Mette Morsing, eds. 2006. Corporate social responsibility : reconciling aspiration with application. New York : Palgrave Macmillan

Collection of articles:

Atle Middtun and Jørgen Randers. 2009. Compendium

Other:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

The course explores the challenges society's expectation of improved social responsibility poses to business and how these challenges are being handled. The course will familiarise the students with methods of moral decision making using concrete business cases, also called dilemma training. Special attention will be given to understanding the hallmarks of an effective integrity strategy and how companies actually develop and sustain moral capabilities.

The course discusses the various reasons why corporations chose to emphasize CR and business ethics, varying from morality via reputation management to profit maximization. The course also presents the

societal perspective on CR, were the corporate emphasis on CR is seen as a new form of "self-regulation" which can be used as a supplement to existing legislation and other government intervention.

Computer-based tools

Standard, Blackboard/homepage

Learning process and workload

Structure

The course is run in two main sections:

A first section, with lectures on core topics

A second section with discussions in smaller groups.

The smaller group discussion will be related to writing of cases and theory-oriented short articles/papers in groups of 6* students (see below)

The themes for the cases and articles will be related to lectures, and presented at the end of the lecture session.

(*For students taking this course in the spring semester 2010: Group discussions in groups of 3 students.)

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

Examination

Students will form groups of 6* and deliver one case paper and one essay. Both deliverables will be graded and count 50% towards the final grade.

(*For students taking this course in the spring semester 2010: Students will form groups of 3.)

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

Exam code(s)

GRA 60294 for the case paper - counts 50% and is graded A-F

GRA 60295 for the essay - counts 50% and is graded A-F

All parts of the evaluation must be passed in order to obtain a grade in the course

Examination support materials

Paper: All

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Additional information

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 academic integrity. If you have any questions about your responsibilities under the honor code, please ask.