CORPORATE RESPONSIBILITY and SUSTAINABILITY

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| Course code | GRAV034 |
| Course title | *Corporate Responsibility and Sustainability* |
| Type of course | *Compulsory* |
| Level of course | *Graduate* |
| Department in charge | *Graduate school* |
| Year of study | *1st* |
| Semester | *1st* |
| Number of credits | 6 ECTS;  36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form) |
| Lecturer  **Email of the lecturer**  **Date of the course** | *Prof. Dr. Maik Huettinger (ESSCA School of Management, Angers/ France)*  [*maihue@ism.lt*](mailto:maihue@ism.lt)  *Fall 2022* |
| Prerequisites | Undergraduate studies in social science |
| Form of studies | Consecutive (evening) |
| Teaching language | English |

**ANNOTATION**

The role of corporate responsibility and sustainability has gained momentum in the last decades. This advanced course focuses on a deeper understanding of the interaction between organizations, society, ethics, corporate responsibility and sustainability. The dominance of US based literature, has suggested the concept of Corporate Social Responsibility as the main doctrine. However, considering the historical, economic and political context – the situation in Europe is fundamentally different. Unlike in the United States, the question of philanthropy plays only a minor role in Europe. On the other hand, the question of social, legal, environmental, and economic responsibility – within the context of a welfare state – dominates daily business life. The course will therefore take a more holistic approach – and concentrate on the question of how Corporate Responsibility has to be handled in an international context. Moreover, alternative models aiming at a win-win situation of society and corporations will be present. Besides, a focus will be on stakeholder theories, as well as on the role of NGOs, consumer perception, and the government.

**Course Aims and Objectives**

The aim of the course is to raise awareness for the participants that corporations have a responsibility towards all stakeholders – not just towards increasing shareholder value. The drivers of CSR and sustainable development will therefore be discussed in an international and intercultural context.

**Learning Outcomes**

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| Course learning outcomes (CLO) | Study methods | Assessment methods |
| CLO1. To understand the forces which are driving CSR and Sustainable Development in a European Context | Lectures, seminars, self-study, group work | Participation, case analysis assessments, final exam |
| CLO2. To understand the impact of the government and the capitalistic system which drives the role of the corporation in a society | Lectures, seminars, self-study, group work | Participation, case analysis assessments, final exam |
| CLO3. To understand the philosophical background of current CSR and sustainability theories | Lectures, seminars, self-study, group work | Participation, case analysis assessments, final exam |
| CLO4. To apply CSR and sustainability concepts in practical business situations | Lectures, seminars, self-study, group work | Participation, case analysis assessments, final exam |
| CLO5. To develop critical thinking and problem-solving skills | Lectures, seminars, self-study, group work | Participation, case analysis assessments, final exam |

**Quality Assurance Measures**

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (case studies, videos illustrating innovation, guest lecturers). Continuous student feedback will be encouraged and accommodated to continuously improve the class experience.

**Assessment methods**

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| **Assignment** | **Expected hours of self-study in advance** | **Class hours** | **Final grade, %** |
| Participation | 14 (2 hours for reading each case) | 28 | 20 % |
| Company Presentations | 30 hours | 8 | 30 % |
| Final Exam | 80 hours | 0 | 50 % |
| Total: | 124 hours | 36 hours | 100% |

The final exam will account for 50% of the final grade:

The final exam will cover all topics of the lectures, as well as the listed cases.

30% of the final grade will be given for the “company presentation”

Students will be grouped in teams and will prepare (outside of class) a presentation of the CSR/Sustainability policy of an assigned company. Students should consider the material covered during the lectures and critically evaluate if the given promises and published value framework reflects the reality.

20% of the final grade will be given for active participation in the case-study discussions  
Students will be informed in advance; which cases have to be read (prepared) for the following case-study discussions. Reading the case studies for the class discussion is obligatory. Students not regularly participating in class/ case discussions will be graded with a “zero”. Alternative assessments (“additional assignments” instead of taking part in some of the sessions) are not permitted (see study regulations),

**Course Content**

| **NO** | **CONTENT** |
| --- | --- |
| 1 | A: Introduction to the course and aligning expectations  *B: Case Session: Uber and the Ethics of Sharing: Exploring the Societal Promises and Responsibilities of the Sharing Economy* |
| 2 | A: Theoretical Foundations: Ethics & Philosophy  *B: Case Session: Time to Turn Over a New Leaf? Exploring Ethics and Corporate Social Responsibility Within the Global Tea Industry* |
| 3 | A: Theoretical Foundations: Capitalism, Ethics & Sustainability  *B: Case Session: Dieselgate: Heavy Fumes Exhausting the Volkswagen Group* |
| 4 | A: Defining and Understanding of Corporate Social Responsibility  *B: Case Session: Fiji Water and Corporate Social Responsibility - Green Makeover or Greenwashing?* |
| 5 | A: Stakeholder Management and CSR  *B: Case Session: Defining the purpose for Borussia Dortmund GmbH & Co. KGaA* |
| 6 | A: Corporate Social Responsibility – nothing else than a Myth?  *B: Case Session: Xibei's Business Model: Creating Shared Value for Stakeholders* |
| 7 | A: Critical Perspectives on Sustainability  *B: Guest Lecture(s) or/and Case study (TBA)* |
| 8 | A: Presentation Session 1 |
| 9 | A: Presentation Session 2 |

**Course requirements**

**Learning methods**

The course is designed to achieve its aims through a combination of lectures and interactive case-study sessions. The lectures are designed to encourage active participation, co-operative and creative work, interactive communication and critical thinking.

**Readings and cases**

Students will be informed after each lecture, what parts are relevant for the exam. This includes case studies as well as course materials. Literature for this course is categorized the following:

‘Required readings’ = Readings which are obligatory to read for the exam.

‘Optional readings’ = Students may consider the recommended literature for a better understanding of the topics

covered in the lecture.

**REMARKS – IN ADDITION TO THE ISM REGULATIONS OF GRADUATE STUDIES**

The instructor reserves the right to choose the **form of the exam** (multiple choice/ open answer questions/ essay).

1. For each seminar, **a paper will have to be read by students in advance**.
2. **Attendance and participation** in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.
3. If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their **right of retake**. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. This retake examination **will replace the 50% of the final exam**. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.
4. Specific rules apply for **in-class presentations**.
   1. Presentations can neither be re-scheduled nor be retaken. Students failing to sign up for a presentation or failing to show up for the presentation, will be allowed to submit an individual written paper on a given topic at the end of the course. (minimum 1500 words/ proper APA standards/ specific rules apply).
   2. In case of serious reasons, individual students may be allowed to switch with another student. Students are responsible for arranging the changes and must inform the lecturer MINIMUM 1 week in advance.
   3. Within one week of the day of the presentation, each group will receive an evaluation via email.
   4. 1 (grade) point will be deducted for submitting the presentation slides after deadline.
   5. Students are asked to follow the presentation guidelines, presented during the first seminar.

**Required readings:**

1. Crane, A., Matten, D., & Spence, L. (Eds.). (2013). *Corporate social responsibility: Readings and cases in a global context*. Routledge.
2. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press.
3. Chang, H. J. (2012). *23 things they don't tell you about capitalism*. Bloomsbury Publishing USA.
4. Painter-Morland, M., & Ten Bos, R. (Eds.). (2011). *Business ethics and continental philosophy*. Cambridge Univ. P.
5. Jackson, T. (2016). *Prosperity without growth: foundations for the economy of tomorrow*. Taylor & Francis.
6. Alexander, P. (2015). *Corporate social irresponsibility*. Routledge.
7. Fleming, P. (2012). *The end of corporate social responsibility: Crisis and critique*. Sage.
8. In addition, various papers will be provided to students during the course. The instructor will ensure that students will have access to them:
   1. Friedman, M. (2007). The social responsibility of business is to increase its profits. In *Corporate ethics and corporate governance* (pp. 173-178). Springer, Berlin, Heidelberg.
   2. The Economist (2005). The good company. *The Economist*, *374*(8410).
   3. Porter, M. E., & Kramer, M. R. (2011). The big idea: Creating shared value, rethinking capitalism. *Harvard business review*, *89*(1/2), 62-77.
   4. Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. *Harvard business review*, *84*(12), 78-92.

Crane, A., Palazzo, G., Spence, L. J., & Matten, D. (2014). Contesting the value of “creating shared value”. *California management review*, *56*(2), 130-153.

**Optional readings:**

1. Cannon, T. (2012). *Corporate responsibility*. Pearson Higher Ed.
2. Chryssides, G. D., & Kaler, J. H. (1993). *An introduction to business ethics*. Cengage Learning EMEA.

NB. Because the course deals with rather dynamic knowledge domain, a certain proportion of the lecture and seminar material for the course will be handed out in class or indicated for downloading from the ISM intranet or the Internet. This is to assure up to date actuality of the course topics. Class notes (slide handouts) and certain assignments will be prepared for each class and available for downloading AFTER the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent. It is strictly forbidden to record any lectures without the written consent of the lecturer, as well as of all participants (see GDPR regulations on data protection). A few of the classes might present visual or audio content that can make some people uncomfortable. While the intention for the use of such a content is for educational purposes, I completely understand if a student needs to leave the room for a few minutes. I trust everybody to use this with responsibility- If there is anybody who needs to talk to me about this matter, feel free to do so after class or at any point during the semester.