

SUSTAINABLE BUSINESS AND STAKEHOLDER MANAGEMENT

Level of studies	<i>Graduate</i>
Number of credits	<i>6 ECTS; 36 class hours, 124 hours of self-study, 2 hours of consultation</i>
Prerequisites	<i>Undergraduate diploma</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE

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, the course will also explore the role that the stakeholders play in ensuring business sustainability and growth. Therefore, a focus will be on stakeholder theories, as well as on the role of NGOs, consumer perception, and the government. 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

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 analyze the role of stakeholders in sustainable business creations and understand stakeholder theories	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam
CLO4. To apply CSR, sustainability and stakeholder concepts in practical global 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

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
A: Introduction to the course and aligning expectations	4	Crane, A., Matten, D., & Spence, L. (Eds.). (2013). Corporate social responsibility: Readings and cases in a global context. Routledge.

B: Case Session: Case Session: Uber and the Ethics of Sharing		
A: Theoretical Foundations: Ethics & Philosophy B: Case Session: Volkswagen's Emissions Scandal	4	Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press.
A: Theoretical Foundations: Capitalism, Ethics & Sustainability B: Case Session: FIJI Water and CSR- Green Makeover or Greenwashing	4	Chang, H. J. (2012). 23 things they don't tell you about capitalism. Bloomsbury Publishing USA.
A: Defining and Understanding of Corporate Social Responsibility and Corporate Stakeholders B: Case Session: Defining the purpose for Borussia Dortmund GmbH & Co. KGaA	4	Painter-Morland, M., & Ten Bos, R. (Eds.). (2011). Business ethics and continental philosophy. Cambridge Univ. P.
A: Stakeholder Management and CSR B: Case Session: Coffee Cup Woes: Starbucks' Environmental Sustainability Challenge	4	Crane, A., Matten, D., & Spence, L. (Eds.). (2013). Corporate social responsibility: Readings and cases in a global context. Routledge. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press.
A: Corporate Social Responsibility – nothing else than a Myth? B: Case Session: Nestlé's Creating Shared Value Strategy	4	Painter-Morland, M., & Ten Bos, R. (Eds.). (2011). Business ethics and continental philosophy. Cambridge Univ. P. Alexander, P. (2015). <i>Corporate social irresponsibility</i> . Routledge.
A: Critical Perspectives on Sustainability B: Guest Lecture(s) or Case study (TBA)	4	Various papers will be provided to students during the course
A: Presentation Session 1 – Development of a CSR/ Sustainability Strategy for selected corporations	4	Various papers will be provided to students during the course
A: Presentation Session 2 - Development of a CSR/ Sustainability Strategy for selected corporations	4	Various papers will be provided to students during the course
	Total: 36 hours	

FINAL GRADE COMPOSITION

Type of assignment	Self-study hours	% of the total grade
Participation	14	part of exam
Company presentations	30	35%
Final exam	80	65%
Total:	124	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Assessment 1. Company presentations:

Students will be grouped in teams of 5. Team members will prepare (outside of class) a presentation of the CSR/Sustainability policy of an assigned company and review how the company's stakeholders are impacting on this policy. Moreover, students will have to act as consultants – and provide strategic CSR and sustainability recommendations.

Students have to deliver presentations in class and upload them via e-learning system.

Assessment 2. Examination

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

RETAKE POLICY

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 65% of the final exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

ADDITIONAL REMARKS

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.
3. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.
4. Specific rules apply for in-class presentations.
 - 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 1200 -1500 words/ proper APA standards/ specific rules apply).
 - 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.
 - Within one week of the day of the presentation, each group will receive an evaluation via email.
 - 1 (grade) point will be deducted for submitting the presentation slides after deadline.
 - 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
9. have access to them:
 - a. 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.
 - b. The Economist (2005). The good company. The Economist, 374(8410).
 - c. Porter, M. E., & Kramer, M. R. (2011). The big idea: Creating shared value, rethinking capitalism. Harvard business review, 89(1/2), 62-77.
 - d. Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. Harvard business review, 84(12), 78-92.
 - e. Crane, A., Palazzo, G., Spence, L. J., & Matten, D. (2014). Contesting the value of "creating shared value". California management review, 56(2), 130-153.

ADDITIONAL 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.