

Course unit code	
Course unit title	Corporate Social Responsibility

GENERAL INFORMATION			
Study program	Graduate study program: Business economics	Year	2.
Director of the course and assistant	Tea Golja, Ph.D. E-mail: tgolja@unipu.hr		
Course status	Mandatory	X	Elective
Credits allocated and type of lectures			
		Winter semester	Summer semester
ECTS students workload			7,5
Number of hours per semester			75

Course objectives, teaching and learning methods and learning outcomes

Corporate social responsibility (hereafter CSR) has experienced a journey that is almost unique in the array of ideas in the management literature. Although the concept's roots date far back in the history, the scholarly literature becomes more evident 1950s. On the other side, basic questions of CSR - business community's concern for the society - are as old as business itself. Today, the society has different expectations from business companies and various interested stakeholders are to be considered if the business companies want to grow successfully and sustainably within the community. Apart from focusing on generation of profits, business companies should recognize their impact on the environment and the society, thus trying to operate in an economically sustainable, environmentally friendly and socially acceptable way.

It is in the focus of this course to stimulate student's critical thinking as well as to open their minds towards recognition of opportunities imposed by CSR. An understanding on how to successfully manage corporate responsibility will be encouraged through concrete business cases and through analysis of the social responsibility issues. The aim is to explore how successful companies manage CSR and make the most of it by developing their own social responsibility strategies which are aligned with long run needs of the business.

After the successful completion of this course, students will be able to understand the purpose, the role and the importance of aligning business strategies with CSR. They will be able to understand how CSR is managed. The focus will be on strengthening student's capacity to have the possibility to innovate, define and implement CSR strategies which have a strong influence on market positioning the company and the company's reputation. These strategies change the business as usual model into „*business as unusual*“.

To summarize, **after the successful completion of this course, students will be able to:**

1. Argue the importance of responsible business model and responsible business practices within the context of contemporary business conditions and global challenges
2. Identify interested stakeholders and determine their importance for long-run survival of business companies
3. Define corporate social responsibility
4. Analyse various models of implementation of social responsibility (real-world)
5. Diversify the strength of individual social responsibility strategies and interpret their overall benefits
6. Create an action plan for successful implementation of social responsibility into ordinary business operations
7. Compare various real-world scenarios (business cases) of successful socially responsible companies and provide the explanations of their success

Requirements, correspondence and correlativity

In order to register for this course students are assumed to have completed an undergraduate business economics or economics study program.

This course fully corresponds with similar courses offered at Harvard Business School, London School of Economics, Oxford University, Cornell University, Cambridge University etc.

Course content (list of topics)

The content of this course follows the top-down approach.

In the beginning, to help appreciate the context in which CSR grew and flourished, the historical developments of CSR are considered by distinguishing several historical periods where various different concepts and practices of CSR expanded. The contemporary mainstream theories of CSR are discussed as well. These theories illustrate the responsibilities of business in the society as well as provide insights into the main viewpoints of CSR and various definitions of the concept. So, the framework for understanding what is meant by CSR is presented. The importance of environment is highlighted. Stakeholder recognition is discussed. The contemporary business ethics issues is observed from the point of ethical cycle - a method used to understand the underlying dynamics of ethical decision making. The main approaches to managing CSR are introduced as well as the role of standards and similar instruments is examined. The business case for CSR is discussed. The future challenges in corporate social responsibility are presented.

Modes of instruction and acquiring knowledge (mark in bold)

Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

Students are required to attend the classes, cooperate with professor, and exchange their opinions and ideas with other students. They are required to write a project on the given topic and participate on the final oral exam. The project involves further investigation of the given topic and exploration of the successful real-world corporate social responsibility cases.

Assessment and evaluation of students (mark in bold)

Attendance	Class participation	Seminar paper	Experimental work
Written exam	Oral exam	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class Attendance	75	1,2,3,4,5,6,7	0,75	10%
Project	20	3,4,5,6,7	3	40%
Oral Exam	30	1,2,3,4,5,6,7	3,75	50%

Bibliography**Mandatory bibliography**

Blowfield, M. i Murray, A. (2008) Corporate Social Responsibility, A Critical Introduction, Oxford: Oxford University Press;

Crane, A., McWilliams, A. i Matten, D., Moon, J. i Siegel, D. (2008) Handbook of Corporate Social Responsibility, Oxford: Oxford University Press

Stanwick, P.A. i Stanwick, S.D. (2009) Understanding Business Ethics, New Jersey: Pearson International Edition;

Additional bibliography

Internet sources

Journals

Additional information on the course

Professor can be reached by e-mail on a daily basis and individual consultations as scheduled at the beginning of the academic year.