

SYLLABUS

IIBD INTERNATIONAL SUMMER INSTITUTE 2008

IIBD-7640 Corporate Social Responsibility (CSR)

INSTRUCTOR:

Associate Professor Hans Rämö, Stockholm University School of Business, Sweden
Email: hra@fek.su.se

COURSE DESCRIPTION:

The course aims to develop student's general theoretical knowledge of corporate social responsibility in contemporary economies and to reflect upon and analyse CSR as an evolving management practice.

The course will cover the following subjects:

- Theories of corporate social responsibility derived from accounting, environmental management, management, and social sciences;
- The development of Corporate Social Responsibility;
- Methods for analysing conceptual foundations of Corporate Social Responsibility in contemporary businesses and organisations

Having completed the course the students should be able:

1. Analyze and examine corporate social responsibility as a system of interlinked concepts derived from accounting, environmental management, management, and social sciences;
2. Assess corporate social responsibility from different theoretical perspectives;
3. Critically evaluate the design and outcome of corporate social responsibility in contemporary organisational settings

LECTURES & CLASS CASES:

Each class starts with a lecture along with a question and answer session. Classes in the first week end with a case discussion (based on 15-30 minutes of reading and preparation, followed by 30-45 discussion)

TEAM CASES:

Students will be assigned into case teams for in-class presentations. Ideally four student teams will be formed, permitting two groups making the same presentation with non-presenting teams with time off to prepare their case presentation. Each student team will make two in class presentations for a total of four case presentations (team cases 1 & 2, consisting of 3-4 pages each).

FINAL PROJECT:

The final project consists of two parts.

- a) Presentation of group work with 4 students (8-10 pages per group work).
The final project is based cumulatively on previous team cases 1 & 2
Critically analyse and evaluate the design and outcome of corporate social responsibility in contemporary organisational settings
- b) Part two, peer review of another group's work (1-2 pages)

WRITTEN INDIVIDUAL SHORT EXAM:

The individual short exam will consist of 6 basic questions on 2 pages, based on the course book. Grading: 0.5, 1, 1.5 & 2 points per question; pass: 6 points

GRADING: Percent

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|------------------------|----|
| Active Participation | 10 |
| Case Presentations | 30 |
| Final Project: | 30 |
| Individual Short Exam: | 30 |

COURSE READINGS:

May, Steve, George Cheney & Juliet Roper (*eds.*) (2006) *The Debate over Corporate Social Responsibility*. Oxford: Oxford University Press
(460 pages; from which approximately 300 pages should be read)

Plus additional articles and cases handed out in class

The book is widely available to order from bookstores worldwide
(e-Library versions might also be available)

TENTATIVE CLASS SCHEDULE:**7 – 24 July 2008**

| Class | Date | Schedule |
|--------------|---------------|--|
| 1 | 7 July (Mon) | Introduction to CSR Lecture & instructions for second week team cases |
| 2 | 8 July (Tue) | CSR part 1: Sustainability Lecture & case to be discussed in class |
| 3 | 9 July (Wed) | CSR part 2: Environmental Management Lecture & case to be discussed in class |
| 4 | 10 July (Thu) | CSR part 3: Social and Cultural Factors Lecture & case to be discussed in class |
| 5 | 11 July (Fri) | Integrating Triple Bottom Line Measures in CSR Lecture & case to be discussed in class |
| 6 | 14 July (Mon) | Deadline for team cases 1 (14-15 July) Presentation of student assigned team cases 1 (3-4 pages), Teams A&B |
| 7 | 15 July (Tue) | Presentation of student assigned team cases 1 (3-4 pages), Teams C&D |
| 8 | 16 July (Wed) | CSR, from theory to practice – empirical examples from around the world. Deadline for team cases 2 (17-18 July) |
| 9 | 17 July (Thu) | Presentation of student assigned team cases 2 (3-4 pages), Teams C&D |
| 10 | 18 July (Fri) | Presentation of student assigned team cases 2 (3-4 pages), Teams A&B |
| 11 | 21 July (Mon) | Corporate Responsibility, Accountability and Sustainability Further discussions and preparation of final projects |
| 12 | 22 July (Tue) | Presentation of final team projects (8-12 pages) Based on expanded versions of previous team cases 1-2 |
| 13 | 23 July (Wed) | Written review of other groups final projects (1-2 pages) Additional exam information |
| 14 | 24 July (Thu) | Written individual short exam (6 questions on two pages) Teacher's feedback on team cases (exam results announced at 18.30) |

Note:*Each class meeting is scheduled for 3 hours, Mon.- Fri. 14.30-17.30*