

City University of Hong Kong
Information on a Course
offered by Department of Asian and International Studies
with effect from Semester A in 2011-12

Part I

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|---|---|
| Course Title: | Corporate Social Responsibility in Asia |
| Course Code: | AIS3321 |
| Course Duration: | One semester |
| Credit Units: | 3 |
| Level: | B3 |
| Medium of Instruction: | English |
| Prerequisites: <i>(Course Code and Title)</i> | N/A |
| Precursors: <i>(Course Code and Title)</i> | N/A |
| Equivalent Courses: <i>(Course Code and Title)</i> | AIS3054 Corporate Social Responsibility in Asia |
| Exclusive Courses: <i>(Course Code and Title)</i> | N/A |

Part II

1. Course Aims:

This course aims to provide students with the skill to: analyse business, social and environmental issues that are relevant to the development of corporate social responsibility and sustainable business practices in Hong Kong, as well as other countries in East and Southeast Asia; assess the corporate behaviour of foreign and local companies in Asia; outline the CSR practices of MNCs in Asia, and the challenges and opportunities of acting responsibly in the area now referred to as the world's factory; assess the role of small and medium-sized companies in acting responsibly in a highly competitive environment; comprehend local government strategies to attract FDI and the dilemmas these present for responsible business practices; and understand the complex interactions between stakeholders, companies and governments.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

| No | CILOs | Weighting (if applicable) |
|----|---|---------------------------|
| 1. | Show familiarity with economic, social and environmental policy frameworks in which CSR takes place | 10% |
| 2. | Demonstrate mastery of CSR theory and practice in Asia | 30% |
| 3. | Explain and analyse CSR in Asia; case studies of company behaviour in Asia such as ethical sourcing, human rights, environment and pollution, development, education, etc | 30% |
| 4 | Interpret best responsible business practices of foreign MNCs in Asia on the basis of issues raised in #1 | 20% |
| 5 | Demonstrate familiarity with Stakeholder expectations of companies in East and Southeast Asia versus expectations in North America and Europe versus stakeholder expectations in Asia | 10% |

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

| No | TLAs | Hours/week (if applicable) |
|----|---|----------------------------|
| 1 | Lectures: the instructor will present concepts, theories and case studies on CSR | |
| 2 | Lectures: Guest speakers from industry and nongovernmental organizations will present case studies on real-life experiences | |
| 3 | Oral presentations: students will work in groups to lead class discussions and structured question and answer sessions on relevant topics | |
| 4 | Research: students use relevant materials to write papers as set by the instructor | |
| 5 | Group work: students will work together to develop mini-case studies to develop research, collaborative and creative thinking skills | |

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

| Type of Assessment Tasks/Activities | Weighting | ILOs to be addressed | Remarks |
|-------------------------------------|-----------|----------------------|---------|
| Attendance and Discussion | 20% | 1-2 | |
| Class Presentations and Group Work | 30% | 3-5 | |
| Position Paper | 25% | 1-4 | |
| Quiz | 25% | 3-5 | |

5. Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations (Attachment) and to the Explanatory Notes.

Standard (A+, A, A- ...F)

Part III

Keyword Syllabus:

CSR, Economic, social and environmental policy frameworks in Asia, CSR theory and practice in Asia, corporate codes of conduct, CSR standards, best responsible business practices in foreign MNCs in Asia, ethical sourcing, supply chains, human rights, environment and pollution, development, education, etc, stakeholder expectations.

Course Text:

Michael Blowfield and Alan Murray. (2008). *Corporate Responsibility: a critical introduction*, Hong Kong: Oxford UP.

Recommended Reading:

Achda, B. Taman. 2007. "The sociological context of corporate social responsibility development and implementation in Indonesia". *Corporate Social Responsibility and Environmental Management*. 13 (5): 300-305.

Frost, Stephen, et. al. (eds). 2007. CSR Asia Weekly Digest, 2006. Hong Kong: CSR Asia.

Frost, Stephen, and Ho, Mary. 2005. Cadmium poisoning: a case study of Gold Peak Batteries in China". *Corporate Social Responsibility and Environmental Management*. 12 (4): 220-226.

Ho, Mary, and Welford, Richard. 2006. "Case study: power, protests and the police: the shootings at Shanwei". *Corporate Social Responsibility and Environmental Management*. 13 (4): 233-237.

Pearson, Ruth, et. al. (eds). 2002. Corporate Responsibility and Labour Rights: Codes of Conduct in the Global Economy. London: Earthscan.

Sethi, S. Prakash. 2003. Setting Global Standards: Guidelines for Creating Codes of Conduct in Multinational Corporations. New York: John Wiley & Sons.

Welford, Richard, and Frost, Stephen. 2006. "Corporate social responsibility in Asian supply chains". *Corporate Social Responsibility and Environmental Management*. 13 (3): p 166-176.