MGT3305: CORPORATE SOCIAL RESPONSIBILITY

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Corporate Social Responsibility

Subject Code

MGT - Management

Course Number

3305

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

CB3302 International Corporate Social Responsibility
MGT3304 International Social Responsibility

Part II Course Details

Abstract

This course aims to provide students with opportunities to develop concepts and frameworks of corporate social responsibility (CSR) while putting CSR in appropriate contexts whether local and/or international. Specifically, the course will introduce CSR to students such that students can assess firms' CSR activities, evaluate critically the importance, rationale and relevance of these initiatives, as well as analyze the effectiveness of these undertakings. By doing so, students can have better understanding regarding key issues such as why top management, their stakeholders like standard setters and NGO's would like firms to act in socially responsible ways, when and why those socially responsible behaviours would be appreciated by stakeholders, and how the expectation of being socially responsible may vary for firms with different sizes, in different industries and countries.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Develop the concepts of CSR and understand how CSR may operate in a local as well as international context, where appropriate.	30	x		
2	Apply the frameworks of CSR to analyze why firms in a variety of industries would like to be considered as socially responsible.	30		x	
3	Identify stakeholders of the firm and their expectation for the firms. Develop and evaluate alternatives for managing stakeholder expectation.	30			x
4	Nurture effective communication and interpersonal skills in proposing and presenting analyses of firms' CSR activities.	10		x	

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Equip students with knowledge about CSR. During the lectures, students are expected to actively participate by responding to questions and by sharing their perspectives on the topics covered in class.	2, 3	

2	Group project	Students are expected to analyze a key CSR issue by critically evaluating the issue and making recommendations where appropriate. Students work with team members throughout the group project. To facilitate communication and collective learning, oral presentations will be scheduled.	2, 3, 4	
3	Case analysis, guest speakers, and class participation	Case studies by lecturer and guest speakers expect students to analyse real-world companies by evaluating the context, identifying stakeholders and evaluate corporate initiatives. Based on the analyses, students are going to develop feasible alternatives and make recommendations that for managing stakeholders.	3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group projectStudents will team up and analyze a focused CSR issue. The analyses would be presented in class.	2, 3, 4	30	
2	Individual case analysis, essays, and in-class participation, as appropriate.Students will analyze a variety of CSR issues by applying the knowledge as well as frameworks learned from the class and making recommendations.	2, 3, 4	30	
3	Term paper (individual)An independent study analysing a chosen CSR topic, comprehensively using knowledge and frameworks taught in this course.	3, 4	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Group project

Criterion

Ability to describe, explain and critically evaluate the theories of corporate social responsibility; capacity in analysing and synthesizing corporate social responsibility in practice; ability in writing structured reports and making presentations.

Excellent (A+, A, A-)

Strong evidence of original thinking conducive to applying theoretical concepts to coin creative recommendations/ solutions; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability conducing to innovative application of theoretical concepts to solve problems; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Individual case analysis, essays, and in-class participations, as appropriate.

Criterion

Ability to describe, explain and critically evaluate the theories of corporate social responsibility; capacity in analysing and synthesizing corporate social responsibility in practice; ability in writing structured reports and making presentations.

Excellent (A+, A, A-)

As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory, conducive to creative views. Generalizes relevant principles, models or practices to new and unfamiliar real-life contexts creatively.

Good (B+, B, B-)

The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content to practice. Solutions or recommendations well justified, often innovatively

Fair (C+, C, C-)

The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of items. Fair justification of solutions or recommendations.

Marginal (D)

Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Poor coverage, no originality, weak justification of solutions or recommendations.

Assessment Task

Term paper (individual)

Criterion

Ability to describe, explain and critically evaluate the theories of corporate social responsibility; capacity in analysing and synthesizing corporate social responsibility in practice; ability in writing structured text.

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

Part III Other Information

Keyword Syllabus

Corporate responsibility, Stakeholder analyses, Institutional theory, Sustainability, Global warming, Greenwash, Environmental management standards ISO14001, Global Reporting Initiatives (GRI), Responsible Investing, United Nations Global Compact, Dow Jones Sustainability Index, Environmental responsibility, Charity, Philanthropy, Human rights, Working conditions, Anti-corruption and bribery.

Reading List

Compulsory Readings

	Title
1	Crane, A, Matten D, Spence A (2013) Corporate Social Responsibility: Readings and Cases in a Global Context, 2nd ed. Routledge.

Additional Readings

	Title
1	Argenti, P.A. (2016) Corporate Responsibility. London: Sage.
2	Blowfield, M. & A. Murray (2014) Corporate Responsibility. 3rd ed. Oxford: Oxford University Press.
3	Jutterstrom, M. & P. Norberg (eds) (2013) CSR as a Management Idea: Ethics in Action. Northampton, MA: Edward Elgar.
4	Beal, B.D. (2014) Corporate Social Responsibility: Definition, Core Issues and Recent Developments. London: Sage.
5	Benn, S. & D. Bolton (2011) Key Concepts in CSR. London: Sage.
6	Bhattacharya, C.B. & D. Korschun (2011) Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Cambridge: Cambrige University Press.
7	Cannon, T. (2012) Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment. 2nd ed. London: Pearson.
8	Chambers, I. & J. Humble (2011) Developing a Plan for the Planet: A Business Plan for Sustainable Living. London: Gower Press.
9	Chandler, D. (2015) Corporate Social Responsibility: A Strategic Perspective. New York, NY: BE Press.
10	Conrad, C. & M.J. Thompson (2013) The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits. London: Gower Press.
11	Tsutsui, K. & A. Lim (eds) (2015) Corporate Social Responsibility in a Globalizing World. Cambridge: Cambridge University Press.
12	Turker, D., H. Toker & C. Altuntas (eds) (2014) Contemporary Issues in Corporate Social Responsibility. Lanham, MD: Lexington Books.