

### Summary Information

Module Code	5520YPCBSC
Formal Module Title	CSR- Creating Shared Values
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

### Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	To provide students with the knowledge to operate shared value, which is a management strategy where organisations in all sectors perform a social as well as an economic function. It is an evolved form of CSR and philanthropy that emphasises sustainability and eliminates any harm that business has on people, communities and the planet. Leaders champion shared value and it is embedded in organisations so that it is the responsibility of all its members who are given the tools and motivation to achieve sustainable and resilient competitive value.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Examine social issues in management /CSR concepts and theory as they relate to shared value.
MLO2	2	Summarise the history of shared value/CSR, its motivations and consequences.
MLO3	3	Identify the link between shared value, financial performance, business resilience and longevity.
MLO4	4	Analyse a case study of shared value/CSR in a local, national and global context by tracing the progress of globalisation and the impact on workers, communities and economies.

## Module Content

Outline Syllabus	The impact and anticipated effects of the management on individuals, communities and organisations and creating and sustaining wider value. The roots of shared value Consumerism Sustainability Social change Financial markets Shareholder primacy Ecological impacts Human rights Governance, especially regarding the impact of communication, mass and social media Stakeholders/ responsibilities Intra-national agreements, especially regarding trade, tax avoidance, human rights (UN Global Compact) Strategic CSR Education/ training/ codes of conduct Assessing the impact and relevance of movements such as B Corp, Shared Value Initiative, OECD, EU, and UN Global Compact.
Module Overview	
Additional Information	No Course Notes Were Provided.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Blog Based portfolio	100	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Susan Mawer	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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