

Liverpool John Moores University

Title: CSR- Creating Shared Values
Status: Definitive
Code: **5720SERCBM** (128225)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Susan Mawer	Y
Hilary Bishop	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Blog Based portfilio	100	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Examine social issues in management /CSR concepts and theory as they relate to shared value.
- 2 Summarise the history of shared value/CSR, its motivations and consequences.
- 3 Identify the link between shared value, financial performance, business resilience and longevity.
- 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.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Blog Based portfolio	1	2	3	4
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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.

Learning Activities

Formal lectures will be delivered, supported by workshops designed to then reinforce and test understanding of the topics studied and equip students to write blogs for

possible assessment. Relevant case studies, films, quizzes, games, blogs, and other exercises will combine real world experiences with practical application. Use of online resources will include the B Corp, Shared Value Initiative, OECD, EU, and UN Global Compact.

The students will be offered extra-curricular activities that are designed to re-inforce learning. These may include off-site visits to assess the reinvention of business facilities exemplifying the circular economy and 'cradle-to-cradle' approach to sustainability.

Notes

No Course Notes Were Provided.