

Liverpool John Moores University

Title: CORPORATE SOCIAL RESPONSIBILITY
Status: Definitive
Code: **6001BUSSR** (108356)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Hilary Bishop	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual written coursework	100.0	

Aims

To introduce the issues, currently facing business, in order that students may incorporate ethical, environmental and responsible dimensions into management thinking - particularly strategic decision making.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the ethical underpinnings of decision making.
- 2 Crystallise the nature of an ethical dilemma.
- 3 Prepare a responsibility profile of a specific corporation.
- 4 Outline a strategy for organisational change towards a CSR approach.
- 5 Critically review the internal/external pressures that effect corporate activity.
- 6 Prioritise responsibility issues for particular companies. Pinpoint corporate behaviour within a model of CSR behaviour.
- 7 Critically review potential effect of Multinational National Corporation on Host countries.
- 8 Demonstrate individual reflection on learning.

Learning Outcomes of Assessments

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

essay	1	2	3	4	5	6	7	8
-------	---	---	---	---	---	---	---	---

Outline Syllabus

Philosophical Foundations of Business Ethics.

Ethical Decision Making.

Role Conflict within personal and professional ethics.

Definition of Corporate Social Responsibility - Legal, Financial, Societal.

Altruism; Philanthropy.

Stakeholders.

Enlightened Self Interest.

Sustainability.

Models of Corporate Social Responsibility.

Strategic Issues in Social Responsibility - Human Resource; Environmental; Safety; Product Design.

Role of Multinational Corporation - Home/Host; Fair Trade.

Notion of the Social Contract.

Learning Activities

The module will consist of eleven structured lectures and tutorials which will be

designed to reinforce and test the students understanding of that weeks topic. The tutorial activities will involve analysing case studies, journal articles and media features.

References

Course Material	Book
Author	Crane, A & Matten, D.
Publishing Year	2004
Title	'Business Ethics'
Subtitle	
Edition	
Publisher	Oxford University Press, Oxford.
ISBN	

Course Material	Book
Author	Grayson, D. & Hodges, A.
Publishing Year	2004
Title	'Corporate Social Opportunity: 7 steps to make Corporate Social Responsibility work for your business'
Subtitle	
Edition	
Publisher	Greenleaf Publishing, Sheffield.
ISBN	

Course Material	Book
Author	Baron, D.P.
Publishing Year	2000
Title	'Business and its environment'
Subtitle	
Edition	3rd
Publisher	Prentice-Hall
ISBN	

Course Material	Book
Author	Hart, S.L. & Milstein, M.B.
Publishing Year	2003
Title	'Creating Sustainable Value: Academy of Management Executive'
Subtitle	
Edition	Vol.17, No.2
Publisher	
ISBN	56-69

Course Material	Book
------------------------	------

Author	Schwartz, S.M. & Carroll, B.A.
Publishing Year	2003
Title	'Corporate Social Responsibility: A Three Domain Approach:Business ethics Quarterly
Subtitle	
Edition	Vol.13,Iss.4
Publisher	
ISBN	p.p. 503-530

Notes

An interdisciplinary study of the nature of corporate social responsibility, from a strategic perspective.

Feedback

Formative Feedback will be given verbally via tutorial sessions. The tutorial sessions have been designed to test your knowledge and understanding on the previous lecture topic and you will be given feedback on this.

Summative feedback on the coursework assessment will be available after the module assessment boards in February 2005. This will be given by the use of feedback sheets attached to your marked coursework's which will be available for collection from my office at an arranged date and time.