

## Liverpool John Moores University

Title: CORPORATE SOCIAL RESPONSIBILITY  
Status: Definitive  
Code: **6001KFBBS** (118540)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial Birmingham

Team	Leader
Christopher Mason	

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 80.00  
**Total Learning Hours:** 240  
**Private Study:** 160

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Examination will assess LOs 1, 3 and 4 by further testing students ability to coherently explain and critically analyse contemporary CSR issues, with questions worded accordingly.	50.0	2.00
Presentation	Pres.	Presentation will test LOs 1 - 4 through the developing and articulation of a corporate social responsibility profile for a chosen organisation, detailing the rationale behind strategic CSR in organisational life.	50.0	

### Aims

*The aims of this module are for students to develop an understanding of the philosophical underpinnings of ethical decision making in a global business environment, to appreciate the impact of global business on host nations, and 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:

- LO 1 Critically analyse the ethical underpinnings of decision making.
- LO 2 Prepare a responsibility profile of a specific corporation.
- LO 3 Outline a strategy for organisational change towards a CSR approach.
- LO 4 Critically analyse the cultural, social, political, and personal dimensions of ethics within a global business environment.

## **Learning Outcomes of Assessments**

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

Examination	LO 1	LO 4
Presentation	LO 2	LO 3

## **Outline Syllabus**

*Ethical theory.*

*Ethical Decision Making.*

*Role Conflict within personal and professional ethics.*

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

*Altruism; Philanthropy.*

*Ethical reasoning.*

*Moral and Cultural Relativism.*

*Stakeholder Management.*

*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 structured lectures and tutorials which will be designed to reinforce and test students understanding of that week's topic. The tutorial activities will involve analysing case studies and journal articles, combining real world experiences with the practical application of CSR theories. Emphasis will be placed on using CSR in the workplace.

## References

<b>Course Material</b>	Book
<b>Author</b>	Crane, A and Matten, D
<b>Publishing Year</b>	2010
<b>Title</b>	Business Ethics
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford University Press, Oxford
<b>ISBN</b>	

## Notes

The Modules will develop the students understanding of this critical area of business.