

## Liverpool John Moores University

Title: CORPORATE SOCIAL RESPONSIBILITY  
Status: Definitive  
Code: **6001KFBSR** (118593)  
Version Start Date: 01-08-2011

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

Team	Leader
Adam Richards	

**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
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### **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

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

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

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

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

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

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## 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.