

Liverpool John Moores University

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Title: CORPORATE SOCIAL RESPONSIBILITY
Status: Definitive
Code: **6001YPCBS** (118541)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Michael Franco	

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 80
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
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	
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	2

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:

- 1 Critically analyse the ethical underpinnings of decision making.
- 2 Prepare a responsibility profile of a specific corporation.
- 3 Outline a strategy for organisational change towards a CSR approach.
- 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:

Presentation	2	3
Examination	1	4

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.

Notes

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