

Liverpool John Moores University

Title: Corporate Social Responsibility
Status: Definitive
Code: **6505BUSTA** (118878)
Version Start Date: 01-08-2011

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

Team	Leader
Adam Richards	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 50.00
Total Learning Hours: 240
Private Study: 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Essay		50.0	2.00
Presentation	Group		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:

- 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:

Examination	1		
Presentation	2	3	4

Outline Syllabus

The philosophical origins of ethics.

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

Course Material	Book
Author	
Publishing Year	
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

Crane, A & Matten, D. (2004) "Business Ethics" Oxford University Press, Oxford.
Grayson, D. & Hodges, A. (2004) "Corporate Social Opportunity: 7 steps to make Corporate Social Responsibility work for your business" Greenleaf Publishing, Sheffield.

Baron, D.P. (2000) "Business and its environment" 3rd Prentice-Hall

Hart, S.L. & Milstein, M.B. (2003) "Creating Sustainable Value: Academy of Management Executive" Vol.17, No.2 56-69

Schwartz, S.M. & Carroll, B.A. (2003) "Corporate Social Responsibility: A Three Domain Approach:Business ethics Quarterly' Vol.13,Iss.4 p.p. 503-530