Liverpool John Moores University

Title:	CORPORATE SOCIAL RESPONSIBILITY
Status:	Definitive
Code:	6506MK (107469)
Version Start Date:	01-08-2011
Owning School/Faculty: Teaching School/Faculty:	Liverpool Business School Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level:	FHEQ6	Credit Value:	12.00	Total Delivered Hours:	24.00
Total Learning Hours:	120	Private Study:	96		

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual analysis, and report, on CSR initiatives of a FTSE 100 firm.	100.0	

Aims

To enable the student to develop an understanding of: The responsibility of business in society; The importance of ethical decision-making; The importance of ethical leadership; Corporate governance, ethics and corporate social responsibility.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of ethical reasoning including different ethical perspectives, value systems and their applications to the business environment;
- 2 Appreciate the historical, cultural, social, political, and personal dimensions of ethics in organisations;
- 3 Apply ethical concepts to business practices using ethical decision-making frameworks and evaluate current business issues in the context of ethical dimensions;
- 4 Describe, and apply to practical situations, current models of corporate social responsibility.

Learning Outcomes of Assessments

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

ESSAY 1 2 3 4

Outline Syllabus

Introduction to business ethics and why it matters Ethical theories and how they may be used practically Personal values in the workplace including ethical leadership Organizational expressions of ethics including CSR, corporate governance Critiques of CSR and contemporary debates in CSR Ethics, CSR, and the international dimension

Learning Activities

Lectures, tutorials, case studies, exercises.

References

Course Material	Book
Author	Fisher, C and Lovell, A
Publishing Year	2009
Title	Business Ethics and Values: Individual, Corporate and
	International Perspectives
Subtitle	
Edition	
Publisher	3rd edition, UK: Prentice Hall
ISBN	

Course Material	Book
Author	Crane, A and Matten, D

Publishing Year	2007
Title	Business Ethics: Managing Corporate Citizenship and
	Sustainability in the Age of Globalization
Subtitle	
Edition	
Publisher	2nd edition, UK: Oxford University Press
ISBN	

Course Material	Book
Author	Sternberg, E
Publishing Year	2004
Title	Corporate Governance: Accountability in the Marketplace
Subtitle	
Edition	
Publisher	UK: Institute of Market Affairs
ISBN	

Course Material	Book
Author	Knapp, J C
Publishing Year	2007
Title	Leaders on Ethics
Subtitle	
Edition	
Publisher	Praeger
ISBN	

Course Material	Book
Author	Baron, D P
Publishing Year	2000
Title	Business and its Environment
Subtitle	
Edition	
Publisher	3rd edition, Prentice hall
ISBN	

Notes

Gives the students a depth of understanding in relation to CSR which is most important given recent real world corporate failures. These issues underpin many areas of study.