

Liverpool John Moores University

Title: CORPORATE SOCIAL RESPONSIBILITY
 Status: Definitive
 Code: **7505BLWCG** (101408)
 Version Start Date: 01-08-2012

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

| Team | Leader |
|-----------|--------|
| Lynn Hill | Y |

Academic Level: FHEQ7 **Credit Value:** 20.00 **Total Delivered Hours:** 200.00

Total Learning Hours: 200 **Private Study:** 0

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Online | 175.000 |
| Workshop | 25.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|---|---------------|---------------|
| Report | AS1 | Coursework: 25% Group presentation of a report to the tutor and fellow participants critically reviewing the stakeholder within a set case study. | 25.0 | |
| Report | AS2 | Coursework 65% produce an individual report critically analysing and synthesising CSR issues in an organisation of their choice. (3500 words) | 65.0 | |
| Report | AS3 | Coursework Reflective Practice: 10%. An individual reflection of the student's learning experience set in context to the module. (1,000 words) | 10.0 | |

Aims

- 1. To provide students with the conceptual and practical skills necessary to understand and analyse the impact of corporations on society and the different ways in which the corporations account for their social and environmental impact.*
- 2. To provide students with practical experience in identifying, analysing and evaluating the complex factors which lead or contribute to good corporate social responsibility (CSR) practice in both a national and international context.*
- 3. Enable students to identify and critically evaluate issues in corporate social responsibility, the role of the board, business ethics and environmental sustainability in context to a global setting.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Review and critically discuss the major issues in the contemporary CSR debate in a real world and organisational context.
- 2 Formulate and present conclusions and recommendations as to the most practical and appropriate methods that could be employed to develop and integrate CSR strategies in an organisation culture and fabric.
- 3 Produce a report critically analysing these relationships making reasoned proposals to enable an organisation to develop.
- 4 Critically reflect on the learning process.

Learning Outcomes of Assessments

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

| | | | |
|----|---|---|---|
| CW | 1 | 2 | 3 |
| CW | 1 | 2 | 3 |
| CW | 1 | 4 | |

Outline Syllabus

- 1. Contemporary corporate social responsibilities and governance principles and theories.*
- 2. The role of business in society and corporate citizenship.*
- 3. The internal stakeholder, community involvement and sponsorship.*
- 4. The social and environmental auditing process; measuring corporate social responsibility.*
- 5. Regulation, self-regulation, codes of conduct, codes of practice, codes of ethics*
- 6. CSR competency framework.*
- 7. Diversity human/child rights, environment, value chain and fair trade.*
- 8. e-governance, information usage and privacy.*
- 9. Global environmental sustainability.*

10. *The role of the executive and the board in a modern complex and dynamic societies.*

Learning Activities

Lectures, group work, case studies and exercises coupled with action learning sets.

References

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|------------------------|--|
| Course Material | Book |
| Author | Hopkins |
| Publishing Year | 2003 |
| Title | The Planetary Bargain: Corporate Social Responsibility Matters |
| Subtitle | |
| Edition | |
| Publisher | Earthscan |
| ISBN | |

Notes

1. This module provides an approach to the broader issues of CSR and considers the firm in context to a global environment.

2. The module develops a macro and micro perspective support the participant in critically review organisational policy and practice in context to the global environment.