

FACULTY OF MANAGEMENT

SUBJECT CARD

Name of subject in Polish: Społeczna odpowiedzialność biznesu**Name of subject in English: Corporate Social Responsibility****Main field of study (if applicable): Business Engineering****Specialization (if applicable): Business Intelligence****Profile: academic****Level and form of studies: 2nd level, full-time****Kind of subject: optional****Subject code W08IZZ-SM8022****Group of courses YES**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	15				15
Number of hours of total student workload (CNPS)	50				50
Form of crediting	crediting with grade				
For group of courses mark (X) final course	X				
Number of ECTS points	2				
including number of ECTS points for practical classes (P)					1
including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU)	1,36				

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

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SUBJECT OBJECTIVES

C1. To deliver the basic conceptual foundations of corporate social responsibility

C2. To explore main issues and challenges typically encountered by the company in managing social responsibilities in relations with different stakeholders.

C3. To encourage making thoughtful judgments when faced with social responsibilities in business practice.

SUBJECT EDUCATIONAL EFFECTS

relating to knowledge:

PEU_W01 - has a basic knowledge about corporate social responsibility agenda and perspectives

PEU_W02 - has a basic knowledge about managing corporate social responsibility

PEU_W03 – understands main issues and challenges typically encountered by the company in managing social responsibilities in relations with different stakeholder groups

relating to skills:

PEU_U01 – identifies, analyzes and evaluates application of CSR in relations with different stakeholder groups

PEU_U02 – identifies and analyzes main issues and challenges typically encountered by the company in CSR management relating to social competences:
 PEU_K01 – is prepared to behave in a professional and ethical manner, to recognize and formulate the ethical dilemmas associated with his/her own and others' work; to seek appropriate solutions and opportunities to correct deficiencies in their attitudes and behaviors in the workplace

PROGRAMME CONTENT		
Lecture		Number of hours
Lec 1	Corporate Social Responsibility agenda	2
Lec 2	Perspectives on CSR. The business case for CSR	2
Lec 3	Actors and drivers of CSR	2
Lec 4	Managing CSR: Corporate Governance and CSR	2
Lec 5	Managing CSR: Developing CSR strategy	2
Lec 6	Managing CSR: CSR reporting and auditing CSR	2
Lec 7	Managing CSR: Responsibility in supply chain. Partnerships and self-Regulation	2
Lec 8	Final assessment	1
	Total hours	15

Seminar		Number of hours
Semin 1	Organizational meeting	1
Semin 2	Applying CSR in the marketplace	2
Semin 3	Applying CSR in the workplace	2
Semin 4	Applying CSR in the community	2
Semin 5	Applying CSR and the ecological environment	2
Semin 6	Developing CSR strategy – case study	2
Semin 7	CSR reporting and auditing CSR – case study	2
Semin 8	Partnerships and self-Regulation – case study	2
	Total hours	15

TEACHING TOOLS USED	
N1. Multimedia presentations N2. Case studies N3. Students' presentations	

EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

Evaluation (F – forming during semester), P – concluding (at semester end)	Learning outcomes code	Way of evaluating learning outcomes achievement
F1	PEU_W01-W03	written assessment
F2	PEU_U01-U02, PEU_K01	students' presentation
F3	PEU_U01-U02, PEU_K01	students' involvement during case study solving
$P = 0,5 * F1 + 0,4 * F2 + 0,1 * F3$		

PRIMARY AND SECONDARY LITERATURE

PRIMARY LITERATURE:

- [1] Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.), The Oxford handbook of corporate social responsibility, Oxford Handbooks, 2008.
- [2] Blowfield M., Murray A., Corporate social responsibility, OXFORD University Press, 2019.

SECONDARY LITERATURE:

- [1] Crane, A., Matten, D., & Spence, L. (Eds.), Corporate social responsibility: Readings and cases in a global context, Routledge, 2019.
- [2] Chrysidis G.D., Kaler J.H.: Essentials of business ethics, McGrawhill, 1996.
- [3] Crane A., Matten D., Glozer, S., & Spence, Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford University Press, 2019.
- [4] Ferrell O. C., Business ethics: ethical decision making and cases, Houghton Mifflin Co., New York 2005.
- [5] Gini A. [ed.], Case studies in business ethics, Pearson Pretice Hall, Upper Saddle River 2005.
- [6] Giacalone R.A., Jurkiewicz C.L., Dunn C. [ed.], Positive psychology in business ethics and corporate responsibility, Information Age Pub., Greenwich 2005.
- [7] Murphy P.E., Laczniak G.R., Marketing ethics: cases and readings, Pearson Prentice Hall, Upper Saddle River 2006.
- [8] Sternberg E.: Just Business, Oxford University Press, New York 2002.
- [9] Journals like "Journal of Business Ethics".

SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)

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