

Subject Description Form

Subject Code	APSS4510											
Subject Title	Corporate Social Responsibility											
Credit Value	3											
Level	4											
Pre-requisite / Co-requisite/ Exclusion	Nil											
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">100% Continuous Assessment</th> <th style="width: 33%;">Individual Assessment</th> <th style="width: 33%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. In-class assignments</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>2. Individual paper</td> <td style="text-align: center;">60%</td> <td style="text-align: center;">--</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Individual efforts will be assessed in group presentation; The grade is calculated according to the percentage assigned; The completion and submission of all component assignments are required for passing the subject; and Student must pass all the components if he/she is to pass the subject. 			100% Continuous Assessment	Individual Assessment	Group Assessment	1. In-class assignments	40%	--	2. Individual paper	60%	--
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Objectives	<p>The subject aims to:</p> <ol style="list-style-type: none"> 1. to introduce the concepts of corporate social responsibility in the context of a sustainable and socially responsible society; 2. to provide an overview on the theories and approaches to define and explain corporate social responsibility; 3. to reveal the dilemma and paradoxes of corporate social responsibility; 4. to illustrate how corporate social responsibility is translated into corporate decisions and practices, and their impacts on the society; and 5. to highlight the development of corporate social responsibility in an aging world and under the global context. 											
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. demonstrate an in-depth understanding of the multifaceted nature of corporate social responsibility, and the contextual factors that shape its development; 											

	<p>b. depict major theoretical approaches in defining and explaining corporate social responsibility;</p> <p>c. critically comprehend the current debates and controversies of corporate social responsibility, and their implications to the society;</p> <p>d. identify the connections among corporate social responsibility, civil society, aging society, globalization and social development; and</p> <p>e. use the knowledge and analytical skills to appreciate how corporate social responsibility is translated into practice in corporations.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p><u>Concepts, theories and approaches to Corporate Social Responsibility (CSR)</u></p> <ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> - What is corporate social responsibility? - Historical development of CSR 2. Business and social responsibility <ul style="list-style-type: none"> - Why corporations should be more responsible to the society? - Spheres of responsibilities (economic, legal, ethical and discretionary) 3. CSR: the Stakeholder Approach <ul style="list-style-type: none"> - Broad and narrow views of stakeholders - Descriptive, instrumental and normative views of Stakeholder Theory 4. Corporate Citizenship and CSR <ul style="list-style-type: none"> - business organization as corporate citizen - principles of corporate citizenship 5. Debates and controversies of CSR <ul style="list-style-type: none"> - CSR: a business strategy and gimmick for increasing profits? - Dilemma and paradoxes <p><u>Corporate social responsibility in practice</u></p> <ol style="list-style-type: none"> 6. Incorporating CSR in business <ul style="list-style-type: none"> - Corporate performance and CSR - Actualizing the principles of CSR 7. CSR: Responding to global issues <ul style="list-style-type: none"> - environmental sustainability - fair-trade - global health 8. Case studies: CSR in Asia <ul style="list-style-type: none"> - development of CSR in Asia - threats and opportunities

Teaching/Learning Methodology	A mixture of formal lectures, case studies and seminar presentations will be adopted for this subject. Students are expected to take an active role in lecture and seminar discussion. Students should plan and take responsibility for self-studies, including the reading of books, articles, and reports relevant to the subject, and play an active role in literature review.																																													
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="435 414 1485 772"> <thead> <tr> <th data-bbox="435 414 783 504" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="783 414 946 504" rowspan="2">% weighting</th> <th colspan="6" data-bbox="946 414 1485 504">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="946 504 1031 555">a</th> <th data-bbox="1031 504 1123 555">b</th> <th data-bbox="1123 504 1208 555">c</th> <th data-bbox="1208 504 1300 555">d</th> <th data-bbox="1300 504 1393 555">e</th> <th data-bbox="1393 504 1485 555"></th> </tr> </thead> <tbody> <tr> <td data-bbox="435 555 783 629">1. In-class assignments</td> <td data-bbox="783 555 946 629">40 %</td> <td data-bbox="946 555 1031 629">✓</td> <td data-bbox="1031 555 1123 629">✓</td> <td data-bbox="1123 555 1208 629">✓</td> <td data-bbox="1208 555 1300 629">✓</td> <td data-bbox="1300 555 1393 629">✓</td> <td data-bbox="1393 555 1485 629"></td> </tr> <tr> <td data-bbox="435 629 783 703">2. Individual paper</td> <td data-bbox="783 629 946 703">60 %</td> <td data-bbox="946 629 1031 703">✓</td> <td data-bbox="1031 629 1123 703">✓</td> <td data-bbox="1123 629 1208 703">✓</td> <td data-bbox="1208 629 1300 703">✓</td> <td data-bbox="1300 629 1393 703">✓</td> <td data-bbox="1393 629 1485 703"></td> </tr> <tr> <td data-bbox="435 703 783 772">Total</td> <td data-bbox="783 703 946 772">100 %</td> <td colspan="6" data-bbox="946 703 1485 772"></td> </tr> </tbody> </table> <p data-bbox="435 790 1485 864">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="435 898 1485 1312">In this subject, students are required to complete a project/case study in corporate social responsibility in groups and present their findings in a seminar setting. Students are encouraged to select cases practicing CSR in terms of their organization culture, management and/or business practices. Each student is also required to write a term paper of 4,000 words on a selected topic on CSR. To encourage team work among students as well as independent learning, equal weighting of the final grade is assigned to both group and individual in-class assignments and individual term paper. The assessment criteria include the appropriate application of theories and concepts, critical thinking, analytical and communication skills, and the ability to examine CSR practices and its implications for the social policy and administrative.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		1. In-class assignments	40 %	✓	✓	✓	✓	✓		2. Individual paper	60 %	✓	✓	✓	✓	✓		Total	100 %						
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Student Study Effort Expected	Class contact:																																													
	▪ Lecture							39 Hrs.																																						
	Other student study effort:																																													
	▪ Self-directed studies							33 Hrs.																																						
	▪ Preparation for in-class assignment							20 Hrs.																																						
	▪ Writing term paper							20 Hrs.																																						
	Total student study effort							112 Hrs.																																						
Reading List and References	<p data-bbox="435 1816 1485 1877"><u>Essential</u></p> <p data-bbox="435 1877 1485 1951">Arvidsson A. and Peutersen N. (2013). <i>The Ethical Economy: Rebuilding Value After the Crisis</i>. NY: Columbia University Press.</p> <p data-bbox="435 1951 1485 2078">Banerjee, S. B. (2007). <i>Corporate Social Responsibility: the Good, the Bad, and the Ugly</i>. Cheltenham, UK: Edward Elgar.</p>																																													

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