

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 a 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; b) depict major theoretical approaches in defining and explaining corporate social 											

	<p>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, 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="411 412 1469 770"> <thead> <tr> <th data-bbox="421 412 767 501" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="777 412 932 501" rowspan="2">% weighting</th> <th colspan="5" data-bbox="941 412 1460 501">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> <th data-bbox="1394 501 1460 555"></th> </tr> <tr> <th data-bbox="941 501 1023 555">a</th> <th data-bbox="1032 501 1114 555">b</th> <th data-bbox="1123 501 1204 555">c</th> <th data-bbox="1214 501 1295 555">d</th> <th data-bbox="1305 501 1386 555">e</th> <th data-bbox="1394 501 1460 555"></th> </tr> </thead> <tbody> <tr> <td data-bbox="421 568 767 622">1. In-class assignments</td> <td data-bbox="777 568 932 622">40 %</td> <td data-bbox="941 568 1023 622">✓</td> <td data-bbox="1032 568 1114 622">✓</td> <td data-bbox="1123 568 1204 622">✓</td> <td data-bbox="1214 568 1295 622">✓</td> <td data-bbox="1305 568 1386 622">✓</td> <td data-bbox="1394 568 1460 622"></td> </tr> <tr> <td data-bbox="421 636 767 689">2. Individual paper</td> <td data-bbox="777 636 932 689">60 %</td> <td data-bbox="941 636 1023 689">✓</td> <td data-bbox="1032 636 1114 689">✓</td> <td data-bbox="1123 636 1204 689">✓</td> <td data-bbox="1214 636 1295 689">✓</td> <td data-bbox="1305 636 1386 689">✓</td> <td data-bbox="1394 636 1460 689"></td> </tr> <tr> <td data-bbox="421 703 767 757">Total</td> <td data-bbox="777 703 932 757">100 %</td> <td colspan="5" data-bbox="941 703 1460 757"></td> <td data-bbox="1394 703 1460 757"></td> </tr> </tbody> </table> <p data-bbox="411 792 1469 860">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="411 904 1469 1308">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 3,000 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 seminar presentation 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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<p>Reading List and References</p>	<p><u>Essential</u></p> <p>Arvidsson A. and Peutersen N. (2013). <i>The Ethical Economy: Rebuilding Value After the Crisis</i>. NY: Columbia University Press.</p> <p>Banerjee, S. B. (2007). <i>Corporate Social Responsibility: the Good, the Bad, and the Ugly</i>. Cheltenham, UK: Edward Elgar.</p> <p>Barnes, P. (2006). <i>Capitalism 3.0: a Guide to Reclaiming the Commons</i>. San Francisco: Berrett-Koehler.</p> <p>Bauwens, M., Mendoza, N. and Iacomella, F. (2012). <i>Synthetic Overview of the Collaborative Economy</i>. Orange Labs and P2P Foundation.</p> <p>Crouch, C. (2013). <i>Making Capitalism Fit for Society</i>. Malden: Polity Press.</p> <p>Drucker, P. (1984). "A New Look at Corporate Social Responsibility", <i>McKinsey Quarterly</i>.</p> <p>Florida R. (2010). <i>The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity</i>. New York: Harper Collins.</p> <p>Friedman D. and McNeill D. (2013). <i>Morals and Markets: The Dangerous Balance</i>. NY: Palgrave Macmillan.</p> <p>Friedman, M. (1970). Social Responsibility of Business. <i>The New York Times Magazine</i>. September 13(33): 122-126.</p> <p>Harrison L. E. and Huntington S.P. (2001). <i>Culture Matters: How Values Shape Human Progress</i>. NY: Basic Books.</p> <p>May, S., Cheney, G., & Roper J. (2007). <i>The Debates over Corporate Social Responsibility</i>. New York: Oxford University Press.</p> <p>Ostrom, E. (2010). Beyond Markets and States: Polycentric Governance of Complex Economic Systems. <i>American Economic Review</i>, 100: 641-672.</p> <p>Potter, M. and Kramer, M. R. (2011). Creating Shared Value. <i>Harvard Business Review</i>, 89 (1/2): 62-77</p> <p>Rifkin, J. (2000). <i>The Age of Access: The New Culture of Hypercapitalism, Where all of Life is a Paid-For Experience</i>. New York: Tarcher.</p> <p>Rivoli P. (2009). <i>The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of the World Trade</i>. Hoboken: New Jersey.</p>
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Supplementary

- Carroll, A.B. (1991). The pyramid of corporate social responsibility: Towards the moral management of organizational stakeholders. *Business Horizons*, July-August, 39-48.
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