

Subject Description Form

Subject Code	MM4513
Subject Title	Corporate Social Responsibility
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: Corporate Social Responsibility (AF4513) or equivalent
Objectives	Corporate social responsibility has its foundations in the students' knowledge of a diverse range of business functions and sectors. Whatever the specific business setting (accountancy, finance, logistics, marketing or management), the examination of corporate interaction with stakeholders and the notions of social responsibility and ethical behaviour are a matter of concern. This subject contributes to the achievement of the BBA programme outcomes by enabling students to <u>identify and respond appropriately to ethical issues.</u>
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. understand what is meant by “corporate social responsibility” and appreciate its development. b. analyze ethical issues and understand self and organizational responsibilities to society, own nation and the world (BBA Outcome 11) c. appreciate that corporate social responsibility may need different approaches in differing value systems. d. apply appropriate corporate social responsibility concepts and approaches in realistic corporate circumstances. e. address the main ethical concerns in the information age.
Subject Synopsis/ Indicative Syllabus	<p>The Development of Corporate Social Responsibility The notion of stakeholders’ responsibility; concern for stakeholders and the environment; corporate social responsibility and business ethics; ethical and moral reasoning; the relationship between law, ethics and corporate social responsibility.</p> <p>A Framework for Corporate Social Responsibility Stakeholder perspective; institutional environments; and corporate social performance.</p> <p>Corporate Social Responsibility Practices The conflict between economic performance and social responsibility; relations between corporations and key stakeholders; codes of corporate social responsibility; responsibilities and practices of particular stakeholder groups.</p> <p>Issues in Corporate Social Responsibility CSR as ethical values vs CSR as business strategy; the diversity of cultural values and cross-cultural dilemmas faced by corporations; latest issues in corporate social responsibility.</p> <p>Ethics and Technology Ethics issues about AI, Blockchain, Cloud computing and Data Science.</p>

Teaching/Learning Methodology	Lectures will introduce the concepts of corporate social responsibility and the debates concerning the need for corporations to be socially responsible. Lectures with class exercises and seminars will provide students with an opportunity to consider and debate practical examples and to discuss a wide variety of cases. Continuous assessment will comprise preparation for and contribution to class exercises as well as small-group case-study research, presentations and discussion.																																																											
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="432 398 1479 882"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Class Participation</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. In-class Quiz</td> <td>30%</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Individual Essay</td> <td>20%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>4. Group Presentations and Discussions</td> <td>30%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="416 898 1501 965">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="416 1016 1501 1117">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="416 1151 1404 1218">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="416 1256 1501 1357">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="464 1373 1501 1637" style="list-style-type: none"> ▪ Consider the issues which are presented in the lectures; ▪ Read the key sections of the relevant chapters of the adopted textbooks; ▪ Discuss the CSR issues arising from the current cases; ▪ Appreciate that different approaches may be adopted to practice corporate social responsibility; ▪ Participate in presenting the individual’s views on the case and question others. 						Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	Continuous Assessment	100%						1. Class Participation	20%	✓	✓	✓	✓	✓	2. In-class Quiz	30%		✓	✓	✓	✓	3. Individual Essay	20%	✓		✓	✓		4. Group Presentations and Discussions	30%	✓		✓	✓		Total	100 %					
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																										
		a	b	c	d	e																																																						
Continuous Assessment	100%																																																											
1. Class Participation	20%	✓	✓	✓	✓	✓																																																						
2. In-class Quiz	30%		✓	✓	✓	✓																																																						
3. Individual Essay	20%	✓		✓	✓																																																							
4. Group Presentations and Discussions	30%	✓		✓	✓																																																							
Total	100 %																																																											
Student Study Effort Expected	Class contact:																																																											
	▪ Lectures					26 Hrs.																																																						
	▪ Seminars (Presentations and Discussions)					13 Hrs.																																																						
	Other student study effort:																																																											
	▪ Preparation for presentations and discussions.					25 Hrs																																																						
	▪ Preparation for lectures					20 Hrs																																																						
	▪ Preparation for Quiz					15 Hrs																																																						

	<ul style="list-style-type: none"> ▪ Preparation for essays 	25 Hrs
	<ul style="list-style-type: none"> ▪ Total student study effort 	124 Hrs.
Reading List and References	<p><i>Recommended Textbook and References</i></p> <p>Crane, Andrew, Dirk Matten, Sarah Glozer and Laura Spence. 2019. <i>Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization</i>, 5th ed., Oxford University Press.</p> <p>Grigore, Georgiana, Alin Stancu and David McQueen. Ed. 2018. <i>Corporate Responsibility and Digital Communities: An International Perspective towards Sustainability</i>, Palgrave Macmillan.</p> <p>Kudlak, Robert, Ralf Barkemeyer, Lutz Preuss and Anna Heikkinen. Ed. 2023. <i>The Impact of Corporate Social Responsibility : Corporate Activities, The Environment and Society</i>. Routledge.</p> <p>Wickert, Christopher and David Risi. 2019. <i>Corporate Social Responsibility</i>. Cambridge University Press.</p>	

August 2024