

## ANNEX 2 – COURSE DESCRIPTION

Course title	Corporate Social Responsibility and Business Ethics				
Course code	MBA 710				
Course type	Compulsory				
Level	Master				
Year / Semester	1/2				
Teacher's name					
ECTS	6	Lectures / week		Laboratories / week	
Course purpose and objectives	<p>The highly competitive and complex business environment puts pressures upon companies to behave ethically and responsibly. Along these lines, the current state of the earth and increasing stakeholder demands for corporations to contribute in resolving environmental and social issues makes it imperative for managers to embrace philosophies such as ethicality, social responsibility and sustainability.</p> <p>Students will gain an understanding of the ethical and socially responsible dilemmas that companies face today, related theories and programs. They will be able to recognize important ethical issues that organizations should address, especially when operating beyond borders. They will also acquire critical thinking of how to develop and implement strategies to create shared value. During the course a number of case studies and reports are used covering different types of organizations so that in-depth understanding on the subject and fruitful discussions can take place.</p>				
Learning outcomes	<ul style="list-style-type: none"><li>• Acquire highly specialized knowledge in corporate social responsibility (CSR) and business ethics, encompassing current theories, and models</li><li>• Develop critical awareness of ethical issues at the intersection of business, society, law, and economics, recognizing their interrelated nature.</li><li>• Integrate knowledge from diverse disciplines to propose innovative CSR strategies and ethical business practices.</li><li>• Apply specialized skills in research methodologies to develop new approaches for ethical decision-making and CSR implementation within organizations.</li><li>• Manage complex and unpredictable work environments, proposing and implementing strategic approaches that integrate CSR into business practices.</li><li>• Take responsibility for contributing to the advancement of CSR and ethical business practices within professional contexts.</li><li>• Evaluate and review the strategic performance of teams, applying ethical lenses to assess and enhance organizational practices.</li></ul>				
Prerequisites	None		Required		
Course content	<p>Overview of Corporate Social Responsibility and Business Ethics</p> <ul style="list-style-type: none"><li>• Challenges of the global business environment and ethical dilemmas posed on businesses.</li></ul>				

	<ul style="list-style-type: none"> <li>Definitions, dimensions and various terms defining corporate social responsibility, sustainability, business ethics and corporate citizenship.</li> </ul> <p>Corporate Social Responsibility</p> <ul style="list-style-type: none"> <li>Different approaches to corporate social responsibility and arguments for and against.</li> <li>Strategic aspects of corporate social responsibility, programs and their contribution to financial, market and social performance of the company.</li> <li>Stakeholder management and stakeholder analysis.</li> </ul> <p>Ethical Issues</p> <ul style="list-style-type: none"> <li>Business ethical issues and dilemmas.</li> <li>Ethical theories.</li> <li>Institutionalization of business ethics (mandatory and voluntary requirements) across cultures.</li> <li>Ethical decision-making</li> </ul> <p>Corporate Social Responsibility and Ethics in organization</p> <ul style="list-style-type: none"> <li>Change in corporate culture.</li> <li>Developing ethical and socially responsible programs.</li> <li>Communicate to stakeholders the ethical and socially responsible efforts of the company.</li> <li>Monitor and evaluate relevant performance.</li> <li>Manage conflicts.</li> </ul>
<b>Teaching methodology</b>	E-learning
<b>Bibliography</b>	<p>Books:</p> <ul style="list-style-type: none"> <li>Carroll, A.B., Brown, J. and Buchholtz, A. K., (2017). <i>Business &amp; Society: Ethics, Sustainability &amp; Stakeholder Management</i>. Cengage, USA.</li> <li>Beal, B.D. (2014). <i>Corporate Social Responsibility: Definition, Core Issues, and Recent Developments</i>. Sage, USA.</li> </ul> <p>Articles</p> <ul style="list-style-type: none"> <li>Porter, M and Kramer, M.R. (2011). Creating Shared Value. <i>Harvard Business Review</i>, Jan.-Feb.</li> <li>Winston, A. (2019). The Story of Sustainability in 2018: We Have About 12 Years Left. <i>Harvard Business Review</i>, Jan</li> <li>Carroll A.B and Shabana, K.M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. <i>International Journal of Management Reviews</i>, 12 (1), 85-105.</li> <li>other short articles and case studies.</li> </ul>

<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Apply concepts learned to a case study, identifying and discussing how these concepts could be implemented or improved within the given scenario.</li> <li>• Simulate stakeholder engagements to understand various perspectives and interests in CSR programs.</li> <li>• Analyze how cultural differences influence ethical decision-making within multinational corporations.</li> <li>• Develop a comprehensive plan outlining strategies to manage conflicts related to ethical and social responsibility initiatives.</li> </ul>
<b>Language</b>	English