

Course Title	<b>Corporate Social Responsibility and Business Ethics</b>				
Course Code	<b>MBA 710</b>				
Course Type	<b>COMPULSORY</b>				
Level	<b>MASTER</b>				
Year / Semester	<b>Year 1 / Semester 4</b>				
Teacher's Name	<b>Annabel Droussiotis/Pantelitsa Eteokleous/Avros Morphitis</b>				
ECTS	<b>3</b>	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>Participants in this course 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	<p>Upon course completion, students are expected to be able to:</p> <ul style="list-style-type: none"> <li>• obtain understanding of the meaning of corporate social responsibility and its related terms (including business ethics) and acquire critical thinking of the role of organizations in the modern society.</li> <li>• develop skills in identifying the various dimensions of corporate social responsibility.</li> <li>• identify and analyze ethical dilemmas that businesses face today especially when operating beyond borders.</li> <li>• acquire critical thinking on how companies can choose appropriate CSR strategies and design ethical programs to fulfill organizational objectives.</li> <li>• discuss the outcomes of adopting CSR principles and strategies for the organization itself and for the society at large.</li> </ul>				

Prerequisites		Required	
Course Content	<p>Session 1: 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> <li>• Definitions, dimensions and various terms defining corporate social responsibility, sustainability, business ethics and corporate citizenship.</li> </ul> <p>Session 2: 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>Session 3: 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>Session 4: 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>		
Teaching Methodology	<p>Lectures; case analysis; discussion of reports and press releases from consumer, NGO, investor and other watchdog groups; discussion in groups of corporations exhibiting socially responsible behavior; meetings with students to receive feedback and resolve questions; quizzes and group assignments in class; video watching; group project.</p>		
Bibliography	<p>Lecture notes provided by the instructor</p> <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> </ul>		

	<ul style="list-style-type: none"> <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> <p>Supplementary reading material to be provided by the instructor</p>
Assessment	<p>Class participation (10%)          Quizzes and group assignments (in class) (10%)          Group Project (25%) and Presentation (5%)          Final Exam (40%)</p>
Language	English