

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p>1. Course title: Corporate Social Responsibility</p>	<p>2. Course code: Number of ECTS credits: 4,0 Course completion mode: Z Course commenced / Year 2019/2020</p>																														
<p>3. Major: International Business</p>																															
<p>4. Department of major coordinator: Department of Consumption Research</p>																															
<p>5. Name of course instructor: Classes Danuta Babińska, Ph.D. Examiner Danuta Babińska, Ph.D.</p>																															
<p>6. Department of course instructor: Department of International Management</p>																															
<p>7. Number of contact hours with students:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 40%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td></td> <td></td> </tr> <tr> <td>classes</td> <td>28</td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>28</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td>3</td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures			classes	28		foreign language classes			lab classes			seminars			e-learning			other			Total hours	28		examination (hours)	3	
Type of instruction	Full-time study	Part-time study																													
lectures																															
classes	28																														
foreign language classes																															
lab classes																															
seminars																															
e-learning																															
other																															
Total hours	28																														
examination (hours)	3																														
<p>8. Course timeframe - no. of semesters: 1</p> <p style="margin-left: 40px;">Course commencement / Year 2019/2020</p> <p style="margin-left: 40px;">Course commencement / Semester winter</p>																															
<p>9. Level of tertiary education: Master</p>	<p>10. Course status Compulsory for the major</p>																														
<p>11. Course prerequisites Compulsory: Recommended:</p>																															
<p>12. Course objectives: to get the students familiar with the concept of corporate social responsibility (CSR) as well as controversies concerning the social activity of companies in international environment. The course objective is also to show a new role of a company, that is able to run a social dialogue thanks to an effective management strategy.</p>																															
<p>13. Teaching and learning methods:</p>																															

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis	The case study method is used to illustrate CSR related problems	8	
2.	Interactive lectures	Lectures are provided in an interactive way	7	
3.	Group discussions	Student in groups of 4-5 discuss CSR related problems	6	
4.	Presentations	Both teachers and students use presentation method for inspiration and knowledge sharing	7	
Total			AS:48	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study preparation	Reading and reflecting on the assigned case study	10	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	15	
3.	Individual work on final report	Working individually on evaluating particular CSR project	20	
4.	Reading source material, watching related videos	Getting familiar with videos and further reading recommended by the teachers and indicated	15	
5.	Preparing for the final test	Studying compulsory and recommended literature, studying class notes, revising knowledge from case studies and assignments	12	
Total			BS:72	BN:

Total AS+BS = 100
 Examination (E) = -
 Total AS+BS+E= 100

Total AN+BN =
 Examination (E) =.....
 Total AN+BN+E =

14. Key words: corporate social responsibility, shared value, stakeholder concept

15. Course content:

1. Corporate social responsibility - the concept, history and related theories
2. Shareholder versus stakeholder concept
3. Strategic perspective of CSR and the shared value concept
4. Reporting and auditing CSR activity in international context
5. Global and domestic context of corporate social responsibility of companies
6. Evaluating CSR - positive and negative CSR practices

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			

IB2_K01# IB2_K03# IB2_K05#	<p>The student knows and understands at an advanced level selected theories explaining the functioning in international business as part of paradigms and cognitive approaches used in economic sciences and organization and management sciences as well as the process of their evolution. Has in-depth knowledge of selected theories and approaches related to the idea of corporate social responsibility.</p> <p>The student knows selected research methods used in research of economic sciences and management sciences. Has knowledge of their use in the processes of analysis and inference in the field of international business.</p> <p>The student knows and understands relations between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of norms and principles (legal, organizational, financial, professional, negotiating, moral and ethical) conditioning structures, management strategies and the functioning of social institutions embedded in an international context.</p>	<p>Written work without the possibility of using source material, discussion</p> <p>Final test, report, presentation</p>	<p>Examples of tests, discussion questions,</p> <p>Selected reports and essays</p>
----------------------------------	--	--	--

Skills

IB2_S04#	<p>Student can apply the theoretical knowledge in the scope of international business, in particular the CSR concept, in order to interpret and analyze the situation of entities functioning within domestic and international markets. Is able to formulate own opinions and critically select data and methods of analysis. Possesses the ability of shaping the relations between an enterprise and its stakeholders.</p>	<p>Case studies, report presentation</p>	<p>Examples of reports, case studies</p>
----------	---	--	--

Social competences

IB2_C03# IB2_C04#	<p>The student is ready to initiate, cooperate and engage in the preparation of social projects. Is able to work for the social environment in the international dimension.</p> <p>The student is ready to initiate, cooperate and engage in the preparation of projects for the public interest and is able to work for the public interest in the international area, taking into account cultural conditions.</p>	<p>Working in groups on a report, participating in discussion</p>	<p>Selected reports, examples of discussion topics</p>
----------------------	--	---	--

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Class participation	Taking active part in discussing assigned material, solving and presenting case studies, voluntary tasks (such as writing essays, participating in the Oxford Debate etc)	30 %
2.	Report preparation and presentation	Preparing report on evaluating particular CSR project of a selected company	35 %
3.	Written test (open questions)	Evaluation the theoretical part of students' knowledge	35 %

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

D. Chandler, Strategic corporate social responsibility. Sustainable value creation, Sage Publications, 2016

Suggested readings:

A.B. Carroll, A. K. Buchholtz, Business and society. Ethics, sustainability and stakeholder management, Cengage Learning, 2015

Additional source material and videos recommended by the teachers.

19. Language of instruction: English

20. Course instructors' recommendations: