

Course Title:	Corporate Social Responsibility (CSR) – "Big Picture and Research Methods"
Course Level:	Executive Master of Business Administration (EMBA)
Teaching Methods:	Lecturing – Take-Home Assignment – Short Course
Lecturer:	<i>Prof. Dr. Giuseppe T. Cirella, Ph.D., Hab.</i> Email: gt.cirella@ug.edu.pl <i>Office Hours: Wednesday: 12.00-13.30</i> <i>Room: A19</i>
Assessment Method:	<p>[50 %] Participation – It is encouraged and expected that each student attends the course, participate whenever possible, and contribute to course discussion.</p> <p>[50 %] Essay Paper (2500 words + References) The meaning and importance of Corporate Social Responsibility</p> <ol style="list-style-type: none"> (1) Evolution of CSR (2) Primaries of CSR (3) CSR and law of economics (4) CSR and social legitimacy (5) CSR Expectations in rich and poor societies: <ol style="list-style-type: none"> (a) The evolving role of stakeholders (b) The iron role of social responsibility (c) Moral and economic arguments for CSR <p>or</p> <p>The Role of stakeholders in CSR</p> <ol style="list-style-type: none"> (6) Stakeholders advocacy (7) The role of business in society (8) Consumers awareness and willingness to pay for socially responsible corporate behavior <ol style="list-style-type: none"> (a) Globalization and CSR (b) Different stakeholder's different perspective (9) Success and failure with CSR initiatives (10) Corporate response to citizen demands via CSR (11) The five stages of organizational growth with CSR
Assessment Criteria:	5.0 points: 90—100 % [A] 4.5 points: 80—89 % [B+] 4.0 points: 70—79 % [B] 3.5 points: 60—69 % [C+] 3.0 points: 50—59 % [C] 2.0 points: >50 % [F]
Requirements:	None. <i>The course is designed for the Executive Master of Business Administration program.</i>

Course Objectives	
Knowledge:	<p>This course, on Corporate Social Responsibility, will introduce students to the basic concept of CSR. It helps students understand how corporations can meld business goals with social expectations. It will also associate society toward better understanding how interest of business or organization-alike can be aligned.</p> <p>Research methods are also conducted and will aid students with the basics of conducting elements of writing, titles and abstracts, looking at research “from introduction to conclusion”, data management, and data presentation. It will aid in demystifying research and research methods by outlining the fundamentals of doing research at the postgraduate level.</p>
Skills:	CSR and Research Methods
Course Contents:	<p>Weekend #1 – Day: Sunday, 19 February 2022—4 hours 11.45—12:30 Lecture #1 – Allocate Essay Papers 13:00—14:15 Lecture #2 14:30—15.15 Lecture #3</p> <p>Weekend #2 (#3) – TBA Lectures #5-8</p> <p>Submit Essay Paper via email: gt.cirella@gu.edu.pl</p>
Recommended Reading List:	<p>Corporate Social Responsibility: An Ethical Approach Peterborough, Broadview Press, 978-1-55111-294-7</p> <p>Corporate Social Strategy: Stakeholder Engagement and Competitive Advantage, Cambridge, UK, Cambridge University Press, 2011, 978-0-521-14963-1</p> <p>Werther, W B., Chandler, D. Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Los Angeles, Sage, 2011, 978-1-4129-7453-0</p> <p>Anheier, H K. Creative Philanthropy: Toward A New Philanthropy for the Twenty-First Century Milton Park, Abingdon, Oxon, Routledge, 2006, 0-415-37091-4</p> <p>Fleming, P. The End of Corporate Social Responsibility: Crisis & Critique Los Angeles, Sage, 2013, 978-1-84920-516-0</p> <p>Blowfield, M., Murray, A. Corporate Responsibility Oxford, Oxford University Press, 978-0-19-958107-8</p> <p>Crane, A., Matten, D. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford, Oxford University Press, 2010, 9780199564330</p>