**Course:** Corporate Social Responsibility

**Teacher:** Andrzej Karalus, PhD

**Consulting hours:** Thursday 13 – 14, room 511 (WZiE)

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**Goals:** Gaining practical knowledge and ability to reflect on the ethical dimension of commercial activity. Gaining practical knowledge concerning CSR (goals and objectives, three dimensions of CSR, methods of measuring of CSR-related impact) and ethically-oriented strategic management. Acquiring necessary skills and analytical tools in order to reason conclusively and analyze CSR cases.

**Course outline:**

1. Introduction: nuts and bolts. Discussing course requirements. Dispatching practical issues topics.
2. What is ethics? The ambit of business ethics. Three main theoretical conceptions of contemporary ethics: (a) consequentialism (utilitarianism, (b) deontologism (Kantian ethics), (c) virtue ethics (ethics of directed character cultivation and education).

**Readings:** Ronald Duska, *Contemporary Reflections on Business Ethics.* Issues in Business Ethics (volume 23), Dordrecht: Springer, 2007, pp. 3–10, 51-64.

1. Challenges of emotivism, subjectivism and relativism. How to discuss ethical issues and avoid sinking into shallows of either moralism or cynicism? Is there really a place for ethics in business? Thought experiments in ethics.

**Readings: *Is Business Bluffing Ethical?*, by Albert Carr, “Harvard Business Review”, vol. 46, January-February 1968, pp. 143-53.**

1. What is CSR? Dimensions and scope of CSR. Stakeholder theory of management as a prerequisite for conceptualizing CSR. Is CSR a fine example of a supererogatory act? Discussion: was Milton Friedman right to dismiss CSR straight away? Debate on CSR.

**Readings:** **1. *The Social Responsibility of Business Is to Increase Its Profit*, by Milton Friedman, “The New York Times Magazine*”*, September 13, 1970.**

**2. *Why Do Companies Engage in Corporate Social Responsibility? Background, Reasons and Basic Concepts*, by Dirk Matten, in: *The ICCA Handbook of Corporate Social Responsibility*, (ed.) Judith Hennigfeld, Manfred Pohl, Nick Tolhurst. John Wiley&Sons: Chichester, 2006, pp. 3-47.**

3. *Rational Management Responses to External Effects*, by John C. Narver, “The Academy of Management Journal”, Vol. 14, No. 1 (Mar., 1971), pp. 99-115.

1. Implementing CSR: examples of good practices. ISO 14000 and ISO 26000. How to measure CSR impact – part I.

**Readings:** **1. ISO 14000 and ISO 26000 – brochures downloaded from www.iso.org**

**2. Objective ratings and CSR reporting: Thomson Reuters (Thomson Reuters Corporate Responsibility Ratings, TRCRR).**

1. What is sustainable development? Ecology, sustainable development and business. Environment and future generations as stakeholders. Measuring CSR part II.

**Readings:** **1.** ***The Concept of Sustainable Development*, in: Susan Baker, *Sustainable Development*, London-New York: Routledge, 2006, pp. 17-49.**

**2. *Measuring Corporate Environmental Justice Performance*, by Michael Ash and James Boyce, in: “Corporate Social Responsibility and Environmental Management”, 18 (2011), pp. 61-79.**

3. *Measurement of corporate social responsibility*, by Michael Hopkins, in: “International Journal of Management and Decision Making”, Vol. 6, Nos. 3/4, 2005, pp. 213-231.

4. *Nature And the Physical Environment*, John M. Kline, in: *Ethics For International Business*, Routledge 2005, pp. 198-225.

1. CSR, marketing and ethical problems of persuasion in advertisement. Product and service issues. Customers as stakeholder.

**Readings:** **1.** **Kathrine Toland Frith and Barbara Mueller. *Advertising in Societies*. *Global Issues*. New York: Peter Lang Publishing, 2003, especially chapters 7, 8, 9 and 10: pp. 105-253.**

**2**. Vance Packard, *The Hidden Persuaders*, Brooklyn-New York: Ig Publishing, 2007, chapter 1, pp. 31–37, chapter 6, pp. 74–86, chapter 10, pp. 112-119 and chapter 23, pp. 231-240.

3. *Marketing Motives and Methods*, by John M. Kline, in: *Ethics For International Busine*ss, Routledge 2005, pp. 141-170.

1. Globalization and the corporate world: CSR on the global arena. Local community as a stakeholder.

**Readings:** **1.** ***European Business Ethics. Cases in Context*, (ed.) Wim Dubbink, Luc van Liedekerke and Henk van Luijk, Issues in Business Ethics (volume 28), Dordrecht: Springer, 2001, Part VII, *Case F: A Matter of Involvement – Unilever and Indian Cottonseed Cultivation*, pp. 185–211, chapters 19, 20 and 21 (essays by Wim Dubbink, Jos Kole and Robert Heeger).**

2. *Concepts of Globalization*, by Michael Ehret, Michaela Haase and Martin Kaluza, in: *Globalization and Business Ethics*, (ed.) Peter Koslowski, Karl Homann and Christoph Luetge, Hampshire: Ashgate Publishing House, 2007, pp. 11-27.

3. *The Foreign Production Process*, by John M. Kline, in: *Ethics For International Business*, Routledge 2005, pp. 86-110.

1. CSR and systemic response to the workplace issues. Freedom of speech and whistleblowing issues – designing sustainable and socially responsible solutions. Privacy and monitoring. CSR and good Corporate Governance practices.

**Readings: 1. Archie B. Carrol and Ann K. Buchholtz, *Business & Society*, South-Western College Pub; 6 edition, 2005, pp. 436-500.**

2. *Corporate Culture and CSR*, by Manfred Pohl, in: *The ICCA Handbook of Corporate Social Responsibility*, (ed.) Judith Hennigfeld, Manfred Pohl, Nick Tolhurst. John Wiley&Sons: Chichester, 2006, pp. 47-58.

1. Movie & discussion.
2. Macroethical problems and global concerns in CSR. Can discussions and ongoing debates in CSR refrain from socio-political contexts? CSR and affirmative actions.

**Readings: 1. *The Business of Empowering Women: Innovative Strategies for Promoting Social Change*, by Barbara Krumsiek and M. Charito Kruvant, in: *The ICCA Handbook of Corporate Social Responsibility*, (ed.) Judith Hennigfeld, Manfred Pohl, Nick Tolhurst. John Wiley&Sons: Chichester, 2006, pp. 209-222.**

**2. *Political Involvements by Business*, by John M. Kline, in: *Ethics For International Business*, Routledge 2005, pp. 44-85.**

1. Employment contract and the “right to work” debate: pros and cons. CSR, capitalism, social justice and inequality. Consumerism and “affluenza” as a global problem. General framework of CSR: embedding current CSR strategies in the global processes.

**Readings:** **1.** **“The Right To Work: Law and Ideology”, by Richard T. De George, “Valparaiso University Law Review”, vol. 19 (1), 1984.**

**2. *The Wal-Martization of Our Society*, in: David Bosshart, *Cheap. The Real Cost of the Global Trend For Bargains, Discounts & Consumer Choice*, London 2005, Kogan Page Limited, pp. 58-80.**

3. Clive Hamilton and Richard Deniss, *Affluenza. When Too Much Is Never Enough*, Allen&Unwin 2005, pp. 1-131.

1. Harsh truth about CSR: between ideology and reality. Questioning the link between CSR and profitability.

**Readings: 1. *What's Wrong With Corporate Social Responsibility?* Report by Corporate Watch downloaded from** [www.corporatewatch.org](http://www.corporatewatch.org/)**.**

2. *An Empirical Examination of the Relationship between Corporate Social Responsibility and Profitability*, by Kenneth E. Aupperle, Archie B. Carroll and John D. Hatfield, in: “The Academy of Management Journal”, Vol. 28, No. 2 (Jun., 1985), pp. 446-463.

1. Taking ethics seriously. Is the ethics of the Other an alternative? Are we obliged to help everybody? Pragmatist approach.

Readings: **1*. Access To Essential Medicines: Justice Beyond the Equality*, by Georg Marckmann and Matthis Synofzik, in: *Globalization and Business Ethics*, (ed.) Peter Koslowski, Karl Homann and Christoph Luetge, Hampshire: Ashgate Publishing House, 2007, pp. 173-191.**

2. Campbell Jones, Martin Parker and René ten Bos. *For Business Ethics. A Critical Approach*, New York: Routledge, 2005, chapters 6, 7, 8, pp. 69-112.

1. Summing up the classes. Final test.

**General remarks:**

Texts given in bold face are obligatory. Texts given in ordinary font are optional but highly recommended as they expand and deepen the understanding of the subject. Anyone who holds a presentation has to read all the texts relevant to the topic of her/his presentation. Unpreparedness for the classes (i.e., not reading the required text) results in score deduction. If this situation happens thrice it is tantamount to the resignation from course.

**Presentations:**

Should consist of 15 minutes (one student) or 20 minutes (two students) succinct report on a given topic and contain case-study illustration. Presentation should relate to the given texts (articles and fragments of books), use well-defined concepts, distinctions and adhere to scholarly standards. Each presentation should end up in a conclusion (thesis, hypothesis, problem, question etc.), which will be subjected to ensuing discussion. Estimated time for discussion: 10–15 minutes. Presentation will be evaluated according to three basic constituents: (a) relevance to the subject, (b) precision in encapsulating salient moral dilemmas and their implications related to business practice (through appropriate application of the concepts of ethical, legal, political or economical theories) (c) sticking to 20 (or 30) minutes formula. Ingenuity and independent thinking substantiated by well-weighted rationale are welcome and can remarkably influence the final mark!

**Final test:** Final test will cover major concepts, theories and definitions mentioned during the classes and in given sample of texts.

**Classroom etiquette:** Students are expected to treat one another with courtesy. Students are expected to arrive for classes on time. Computers and cell phones should be turned off. No typing or texting is permitted during the classes.

**Methods applied:** Presentation, discussion, case studies investigation.

**Course Requirements:**

Active participation, reading texts, attendance - 35%

Final test – 30%

Presentation – 35%