



LUND
UNIVERSITY

School of Economics and Management

BUSN43, Corporate Social Responsibility, 7.5 credits

Corporate Social Responsibility, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2011-05-20 and was last revised on 2016-05-10 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2016-05-10, autumn semester 2016.

General Information

BUSN43 is a course in Business Administration at the advanced level.

Language of instruction: English

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- Have a thorough understanding of the central concepts and the theories discussed in the courses
- Have an awareness of changing social, ethical, regulatory, and political environments and their impact on business organizations
- Have an understanding of how corporate action is influenced by markets, governments and other stakeholders.
- Demonstrate an ability to develop critical approaches on the phenomena under study.

Competence and skills

- Demonstrate familiarity with the complex relationships between business, governments and society in different national contexts
- Demonstrate an ability to apply concepts and theories of CSR in the analysis of empirical cases.
- Demonstrate an ability to apply different ethical frameworks to cases of corporate social responsibility
- Demonstrate an ability to identify and discuss central aspects of research articles within the field of CSR and business ethics.
- Demonstrate an ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different groups, orally and in writing

Judgement and approach

- Developing proficiency in analyzing complex organizational situations, identifying key problem areas, and formulating strategies for corporate responsibility
- Demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used;
- Demonstrate an ability to communicate analyses and conclusions to specialists in the management field and non-specialists alike.

Course content

This course examines the complex relationship between business and society, with a special focus on the social responsibilities of corporations and the strategies they use in managing their relationships. Students will work with a variety of theoretical perspectives (e.g. ethical theories, CSR theories) and real-life case studies.

The course addresses questions such as 'What is the purpose of business?', 'Is it possible to distinguish real CSR from CSR as mere image-building?', 'Is CSR good for business?', 'How can CSR be managed in practice?', and 'What is the responsibility of the consumer?'.

The class will consist of lectures and seminars. Students are expected to come fully prepared with readings and to participate actively in class discussions.

Course design

Instruction will take place through lectures, case analyses, and group discussions. Students are expected to read assigned materials prior to class and to participate vigorously in class discussions.

Assessment

Grading will take place through examinations, student reports, group assignments and presentations. Class attendance is mandatory. Opportunities will be made available for re-examination as well.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

At the School of Economics and Management grades are awarded in accordance with a criterion-based grading scale A-U (A-F). Students have to receive a grade of E or higher in order to pass a course.

Grade (Definition) Points or % out of maximum points. Characteristic

A (Excellent) 85-100 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49 points. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

Further information

The course BUSN43 Corporate Social Responsibility cannot be combined with BUSM43 in a degree.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination

Subcourses in BUSN43, Corporate Social Responsibility

Applies from H11

1101 Corporate Social Responsibility, 7,5 hp
Grading scale: Fail, E, D, C, B, A