

ERA 103 Corporate Social Responsibility

5 ECTS

Objective - Course description

The aim of this module is to make business students think about the ethical dilemmas implied in business decisions as well as to show students why and how some companies have decided to embrace social responsibility.

Students will be incited to question and analyse the impact some business activities and decisions have on various stakeholders. The module should also enable them to think about their role as socially responsible consumers, employees, citizens or investors.

Learning content

Incorporating ethics into business

- Notions and concepts linked to CSR
- Fields covered by CSR
- Main actors in the world of CSR
- Stakeholders in a CSR approach
- Audit of a CSR company situation
- CSR implementation in companies
- Communicating about CSR

Learning Outcome

Incorporating ethics into business / Notions and concepts linked to CSR / Fields covered by CSR / Main actors in the world of CSR / Stakeholders in a CSR approach / Audit of a CSR company situation / CSR implementation in companies / Communicating about CSR

Methodology

Individual preparations at home and class participation. Students will have to read articles or book chapters, consult websites, view some programmes before coming to class. Class contributions through various activities: oral presentations, role-plays or debates where students will have to demonstrate the use of the acquired notions in a relevant class context.

Research and case studies as group assignments.

Evaluation

50% continuous assessment made up of the different individual and group assignments

50% written exam