

# **CORPORATE SOCIAL RESPONSIBILITY**

## Course Brief Description

Number of credits: 3 ECTS

Course period: 1 semester /1 class per week

Language of Instruction: English

Instructor: **Zhanna S. Belyaeva, PhD**

Name of the Institute **Graduate School of Economics and Management**

Office Phone: +7-343-375-41-48

E-mail: zh.s.belyaeva@urfu.ru

### **Course description:**

The course is an integral part of the modern management theory and practice enhancing the competitiveness sustainability of the company. The course reveals the history and evolution of the concept of corporate social responsibility towards society, changing the social role of business in sustainable development, basic concepts, principles and forms of implementation of CSR. A lot of attention is paid to international expertise of strategic aspects of corporate social responsibility, international standards of corporate non-financial reporting and ethical auditing as well as evaluation of the programmes' effectiveness. Energy companies, in particular, face environmental risks, health and safety risks, liability risks, and ultimately, reputational risks the management of which is central to the companies' long-term success. Some cases from the real sector will show the actual practice of implementation of social responsibilities policies. An outline for cross-country models of CSR is presented for a further academic and research.

During this session, participants will acquire knowledge about the formation of corporate social responsibility in today's Russia; will review the practice of CSR by leading Russian and international companies, change their mind towards sustainable leadership in managing "the good" companies. The course combines lectures, conducted in an interactive manner, and practical exercises. All mentioned above is aimed to stimulate creating learning.

The course is intended for masters, economists, managers, practitioners and business leaders of the federal and local authorities responsible for decisions on business development and social policy development, specialists in public relations (PR), in cooperation with the authorities (GR), coordinators social programs, as well as all interested parties.

In order to get maximum efficiency of studying of discipline it is recommended to prepare for a practical training and interactive lectures, independently studying following sources:

- Social reports of the companies for the analysis, decisions of cases and examination;
- Standards of the social reporting;
- Samples and standards of the best practice of management which correspond to the course topics;
- Scientific articles, reviews and analytics on CSR;
- The information on activity of the organizations which are carrying out an independent expert appraisal of socially significant projects and programs;

- Thematic forums and network conferences.

**Assignments.** For each part of the course there will be individual and team assignments to be graded and commented by the Instructor.

**Points for participation** in role-plays and discussions are awarded if the students use additional information from supplementary readings. **Case-study** is evaluated as a part of active attendance grade.

**Group presentation:** is expected to be in PowerPoint (or Prezi) of 20-25 slides prepared by a working group (not more than three students in a group) on one of the issues covered in the course. The presentation is graded by instructor accordingly.

**Final Exam** is based on multiple choice tests (50%) and overall semester result (50%)

**Grading:**

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100-80 points
B	90-81	
C	80-71	“good”: 80 - 60 points
D	70-61	“satisfactory”: 60 - 40 points
F: failed	less than 60 points: failed	“unsatisfactorily”: failed, less than 40 points

Lectures Outline

Lecture 1. Corporate social responsibility: evolution of theory

- 1.1. Definitions of CSR
- 1.2. CSR and Related Concepts
- 1.3. New Approach to CSR (2.0)

Lecture 2. CSR Management: Standards, Audit, Reporting

- 2.1. CSR Regulations: Voluntary or mandatory?
- 2.2. Standards of Non-Financial reporting

CSR Reporting in Practice

Lecture 3. Internal and external dimensions of CSR in Energy Business

- 3.1. Balance of CSR. Do’s and don’ts in CSR
- 3.2. External and Internal Initiatives Management.

Lecture 4. Managerial CSR context– responsible leadership and business ethics

- 4.1. CEO responsible leadership
- 4.2. Business Ethics and CSR Regulations
- 4.3. Challenges for Energy Industry

Lecture 5. How to measure corporate social responsibility?

- 5.1. Evolving Viewpoints on CSR measurement
- 5.2. Ranking, rating, impact measurement in energy business

Lecture 6. International CSR outlook

- 6.1. Cross-country CSR Models
- 6.2. Cross-cultural Risks and Peculiarities

## READINGS

1. Belyaeva ZS Corporate Social Responsibility textbook// <http://www.study.urfu.ru/Aid/ViewMeta/10921>

### References

1. Cannon T.(2012) Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment, 2/E Pearson
2. Other readings are distributed during term .