

CORPORATE SOCIAL RESPONSIBILITY (MASTER LEVEL)

Number of credits: 2 ECTS

Course period: Fall first half-semester / 2 classes per week

Language of Instruction: English

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

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Course description:

The course will apply these conceptual tools and frameworks to the treatment by business of their various stakeholder groups including: shareholders; employees; consumers; suppliers, the natural environment, communities, and governments. It is intermediate-level training course on designing and managing CSR strategies, programmes and campaigns. This course provides a solid grounding in the practice and communication of socially responsible business. Students are expected to learn how to design and manage a CSR strategy through which your organisation can express its values and secure its future through a sustainable mutual partnership with employees, stakeholders and communities.. 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. 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 be practicing to build best practice into a CSR strategy, design CSR programmes, implement CSR programmes

The course combines interactive session and practical exercises. All mentioned above is aimed to stimulate creative learning.

Upon course completion students are expected

- to develop extended decomposition of contemporary social responsibility concepts and principles;
- gain expertise to various social responsibility issues and cases in corporate settings in international management;
- develop concrete plans / strategies integrating actual tailored projects;
- be capable to undergo business analysis and audit of CSR projects and calculate the financial and nonfinancial indicators for CSR strategy
- Quantify long-term practical and reputational benefits of CSR for organisation
- Assess the PR risks and opportunities attached to CSR
- Plan effective community and employee engagement programmes and campaigns
- Leverage the results of CSR activity through effective communication

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.

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.

- Group Report

Case Study in different industries: BSC and indicators analysis

Group Project: A CSR Review of a corporation in a particular industry (e.g., Finance, Food & Beverage, Real Estate, Mining, Pharmaceuticals, and FMCG). Present and audit the CSR initiatives of the corporation and analyze their viability and authenticity.

Final Exam is based on continuous assessment (50%) and overall semester result (50%)

Student Assignments and Grading:

Assignment	G r a d e Weight
1) Mid-Term group project	30%
2) Case analysis Individual assignment	40%
3) Multiple choice tests (closed books)	20 %
4) In-class active attendance	10%
<i>TOTAL</i>	100%

Grading transfer:

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

1. Drivers of contemporary CSR
2. CSR Framework and Strategy
3. Stakeholder Engagement and Dialogue, Issue Management
4. Managing Negative Publicity, Crises and Misconducts related to CSR
5. CSR Implementation
6. Social Entrepreneurship and Intrapreneurship
7. Measuring and Reporting the Impact of CSR Measurement
8. CSR Communication
9. Corporate Responsibility in Small and Medium Sized Enterprises
10. Leveraging community involvement: maximising both social and business benefits

READINGS

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 the term.