

## **Corporate Sustainability and CSR**

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| Module title / Applicability<br>(Basics, Extension module)  | Corporate Sustainability and CSR<br>Grundlagen IMM<br>Vertiefung IMM  |
| Module title / Applicability<br>(Basics, Extension module)  | Dr. Ágnes Zsóka (Corvinus Universität Budapest)   |
| Frequency and duration of the course  | Once in summer semester 2015 (Block course)<br>1 Semester   |
| Module content  | The course aims to highlight the most important issues of Corporate Sustainability and Social Responsibility. Due to the challenges of our rapidly changing world like mitigation of climate change impacts, the need for radical (system) innovation, or solving social, environmental and economic problems simultaneously, the triple bottom line has become a business case in the corporate world. The course focuses on exploring the drivers behind Corporate Sustainability and CSR strategy and the implications of sustainability challenges to corporate reality.                          |
| Course objectives   | <ul style="list-style-type: none"> <li>• Understanding the relationship between sustainable development and corporate sustainability.</li> <li>• Understanding why it is necessary to integrate social and environmental aspects into corporate strategy.</li> <li>• Understanding the motives and influential factors behind the CSR activity of companies.</li> <li>• Becoming familiar with the most crucial and critical issues of practiced CSR today, as a result of lectures, discussions and analyzed cases.</li> <li>• Critical assessment of corporate sustainability reporting.</li> </ul> |
| Teaching methods  | <ul style="list-style-type: none"> <li>• Lectures on the theoretical contents</li> <li>• Discussion of contents (also in teams)</li> <li>• Presentation of specific topics by the students</li> <li>• Analysis of corporate sustainability reports and sustainability indicators</li> </ul>   |
| Requirements  | Gem. § 3 der Studien- und Prüfungsordnung für den Masterstudiengang Business Administration   |
| Applicability of the module in the appropriate degree program, for other modules and courses of studies | The module may be accredited in the basics- or extension module in the field of „International Management and Marketing“. It also applies for all courses of studies that wish to offer their students possibilities in this specific area.   |

| Distribution / Workload:  |                      |                      |
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| Course  | SWS                  | LP / ECTS            |
| Lecture   | 2                    |                      |
| Sum   | 2                    | 5                    |
| Distribution of the workload (every sem./hrs. has been calculated to be 60 minutes. 15 semester weeks are expected, which leads to 14 lectures + 1 exam period)   |                      |                      |
|   | Attendance (in hrs.) | Self-study (in hrs.) |
| Lecture   | 25                   | 125                  |
| <p>Type of exam / Requirements for the granting of credits / Duration of exam</p> <p>Summary of a scientific article in written form, 8 pages<br/> Presentation in Team, 20 minutes<br/> Individual analysis of sustainability indicators, 5 pages plus reporting on it in the class<br/> Participation in the lectures and seminars, contribution to discussions, according to depth and activity</p>  |                      |                      |
| <p>Application for the course</p> <p>A maximum of 35 students may participate in the course. Restricting the number of participants is necessary, else learning objectives cannot be reached.<br/> Application for the course: a current Hisqis-abstract and a motivation letter (max. 1 page) should be sent to the lecturer. Details about the application period will be announced on time.<br/> The module is not a compulsory module. The Hisqis-abstract and the motivation letter are necessary to make an appropriate preselection for the course if there are more applications than available places.</p> |                      |                      |
| <p>Weighting of individual performances/ final mark</p> <p>1. Summary of a scientific article in written form – 25%<br/> 2. Presentation in team – 25%<br/> 3. Individual analysis of sustainability indicators – 25%<br/> 4. Participation at the lectures and seminars, contribution to discussions – 25%</p>   |                      |                      |
| <p>Rationale for partial performances</p> <p>The final mark is composed of different written and oral partial performances.<br/> Next to the written summary and analysis, the presentation of teamwork, oral contributions to discussions, and communicating one's arguments are important competences in the academic and professional context and thus considerably add to the individual learning outcomes.</p>   |                      |                      |
| <p>Other remarks (e.g. Online-component, practical examples, guest lectures, etc.)</p> <p>Guest lecture possible<br/> Language of the lecture: English</p>  |                      |                      |
| <p>Recommended literature</p> <p>1. Important documents for CSR: EU Green Paper on CSR, UN Global Compact, ISO 26 000<br/> 2. Important documents for Sustainability: Sustainability Reporting Guidelines of GRI, Dow Jones Indices, AccountAbility</p>   |                      |                      |

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|  | <ol style="list-style-type: none"><li>3. Dyllick, Thomas – Hockerts, Kai (2002): Beyond the Business Case for Corporate Sustainability, <i>Business Strategy and the Environment</i> 11, pp 130-141.</li><li>4. Fassin, Yves (2005): The Reasons behind Non-ethical Behaviour in Business and Entrepreneurship, <i>Journal of Business Ethics</i>, 60, pp. 265–279</li><li>5. McWilliams, A. – Siegel, D.S. – Wright, P.M. (2006): Corporate Social Responsibility: Strategic Implications. <i>Journal of Management Studies</i>. Vol. 43:1, pp. 1-18.</li><li>6. Porter, M. – Kramer, M. (2006): The Link between Competitive Advantage and CSR, <i>Strategy and Society</i>. Harvard Business Review, 1-15</li><li>7. Porter, M. – Kramer, M. (2011): Creating Shared Value, <i>Harvard Business Review</i>, January-February, 1-17</li></ol> |
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