**Workshop: Business Ethics - Yesterday, Today and Tomorrow: CSR and Sustainability**

## Prof. Katia Saro

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The workshop aims to provide students with an overview of business ethics as a prerequisite for sustainable economic, social and environmental development. It is structured into two modules: the first one focuses on the cultural, philosophical and juridical bases of the concept of business ethics, and on the history and development of *Corporate Social Responsibility*; the second module focuses on international, national, governmental and company initiatives with regard to business ethics and sustainability..

**Intended learning outcomes**

At the end of the course, students will have learnt to critically and organically analyse documents regarding ethical aspects, CSR and corporate sustainability such as company reports, non-financial declarations, etc. They will be able to carry out an overall evaluation of a company from a sustainability point of view.

***COURSE CONTENT***

From CSR to Shared Value

*Companies between profit, ethics, and law*

– A definition of *business ethics*.

– The cultural and philosophical bases of *business ethics*.

*– Exercise in class: debate on the relationship between ethics and business.*

– The International legal personality of multinational companies.

* Companies and law/s

*The tools of CSR/sustainability*

* Stakeholder engagement and materiality matrix.
* Social and integrated financial report
* *Exercise in class: comparative analysis of two financial reports.*
* Communicating CSR/sustainability.

*Applied sustainability*

*Actions and scenarios of sustainability*

* Enterprise foundations as CRS tool.

- The transition towards strategic sustainability and the role of sustainable finance

- B-corp, social enterprise and benefit corporation: definitions and regulations.

* *Exercise in class: analysis of case studies.*

*Key figures CSR/sustainability*

– International and national key figures of CSR/sustainability.

* Certifications in the field of sustainability.
* *Exercise in class: debate on the value of certification.*

*Real-life experiences of CSR/sustainability*

* Successful profit – non-profit partnerships
* Corporate sustainable reaction during and post Covid-19 emergency
* *Exercise in class: analysis of case studies*

***READING LIST***

Lecture notes and material.

***TEACHING METHOD***

The course is taught through lectures and group work.

*Nota* *bene*: attendance of the workshop is compulsory. Students who have difficulties in attending the workshop are required to contact the lecturer for a possible alternative study plan.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will take into consideration:

1. active student participation during classes and exercises, which means asking coherent and relevant questions on the topics presented, expressing personal opinions regarding the topics covered.

2. a presentation in class completed in group/individually by students, consisting of an analysis of some companies’ CRS/sustainability following the lecturers’ guidelines. The students will demonstrate that they can navigate among topics and issues discussed in class.

3. the written elaboration of a comment on the group work of a couple of pages, realized individually, to whose evaluation will concur their mastery of relevant themes, use of specific terminology and their ability to structure consistent argumentation.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

**Prerequisites**

As this is an introductory course, there are no prerequisites in terms of content. However, students are expected to show interest in and curiosity towards the topic and an active learning attitude during the workshop.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.