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

## Prof. Katia Saro

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

***Course aims***

The workshop aims to provide students with an overview of *business ethics* as an essential prerequisite for sustainable economic, social and environmental development. The course introduces students to:

* the history and development of *Corporate Social Responsibility* and *Corporate Shared Value*;
* current scenario of implementation of sustainability by companies, in environmental, social and respect for human rights terms;
* communication of corporate sustainability, reporting and greenwashing risk;
* ability to evaluate corporate sustainability.

**Intended learning outcomes**

*Knowledge and understanding*

At the end of the course, students will demonstrate knowledge of:

* the concept of: business ethics, Corporate Social Responsibility, Corporate Shared Value, ESG criteria (Environment, Social, Governance);
* models of corporate sustainability;
* stakeholder management and materiality;
* how companies can manage environmental, social and human rights themes
* standards and rules for reporting sustainability
* concept of greenwashing and corporate risks
* certifications linked to sustainability
* the impact of sustainable finance
* the role of international organizations, of NGOs and of media

*Ability to apply knowledge and understanding*

At the end of the course, students will have learnt:

* to analyse documents regarding aspects of corporate sustainability and their reporting;
* to critically evaluate communication and identify cases of greenwashing;
* will be therefore be able to make an overall assessment of companies from a sustainability point of view.

*“Autonomy of judgement”, “Communication skills” and “Ability to learn”*

At the end of the course, students will be able to:

* identify sources of information that is useful for a critical analysis of corporate sustainability
* choose the right tools for correct management of corporate sustainability
* precisely analyse company communication and reports to highlight greenwashing risks.
* design a corporate sustainability plan

***COURSE CONTENT***

The course will explore the following topics:

– A definition of *business ethics*, its cultural and philosophical basis

*–* Companies and law

* The management of corporate sustainability, stakeholder engagement and materiality.
* Reports on sustainability
* Communicating sustainability, the risk of greenwashing
* Certifications, the B-corp movement and benefit corporations
* Sustainable finance
* Relevant national and international key figures like international organizations, NGOs and media
* Planning corporate sustainability
* Profit – non-profit partnerships.

***READING LIST***

Lecture notes and material.

***TEACHING METHOD***

The course is taught through lectures on theoretical in-depth study, class discussion on specific topics, guided practical exercises and possible talks by experts.

Lectures will be supported by slides and guided practical exercises which will be individual and in group, in the classroom and remotely.

***ASSESSMENT METHOD AND CRITERIA***

*Assessment method*

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 (20%)

2. a presentation in class completed in group/individually by students during the last day of the course, consisting of an analysis of corporate case studies and following the lecturers’ guidelines. The students will demonstrate that they can navigate among topics and issues discussed in class (40%)

3. the written production of a comment on the group work (600 words), to be written individually and to be submitted by the last lesson. The evaluation will consider students’ mastery of relevant themes, use of specific terminology and their ability to structure consistent argumentation. Further details will be provided during the course (40%)

*Assessment criteria*

Students will demonstrate interest and motivation towards the topics discussed in the classroom through active participation.

By presenting company case studies in groups, students will demonstrate that they know how to navigate the topics and basic issues that emerged during the lessons, correctly using the terminology and discussing the essential concepts. The graphic form of the presentation as well as the fluency and clarity of the oral presentation will be taken into consideration.

As for the comment of the group work, students will be assessed on the coherence of their reflections and the pertinence with the themes of sustainability, the appropriate use of terminology, the reasoned and coherent structuring of the comment, the ability to present their thoughts in an organic way and with the correct references to the topics of the course. The form and structure of the document will be taken into consideration.

***NOTES AND PREREQUISITES***

*Notes*

Attendance of the workshop is compulsory.

The material produced during the course and any material useful for the preparation of the presentation and comment will be made available online.

More detailed information on the extracts of the recommended texts of specific interest for the course, bibliographic and additional study material, will be provided by the lecturer during the lessons and on the Blackboard platform.

*Prerequisites*

As this is an introductory course, there are no prerequisites in terms of content. However, students are expected to show interest and curiosity towards the topics 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.