# Corporate Social Responsibility

## Prof. Davide Galli

***COURSE AIMS***

An increasing number of companies promotes corporate social responsibility in response to various forms of social, environmental and economic pressure. The aim of such kind of initiative is to send a message to the various stakeholders: employees, shareholders, customers, suppliers, public administrations and non-profit organisations. Through the CSR approach, companies invest in their future and try to convert their voluntary efforts in a long-term competitive skill.

This course aims to shed light on the concept of CSR as “voluntary integration of social and ecological concerns into companies and their commercial business and relations with interested parties”. Each class face a specific CSR aspect and support the interpretation of the implications concerning company strategy and decision making processes. Next to the illustration of the strategic development of CSR in the corporate action, the course intends to focus on the role and content of social entrepreneurship with specific reference to the analysis of new management models, organisational criticism and working methods. According to the practical aims to support students in the development of practical skills, the course offers an analysis of many concrete cases like H&M, Coca.

***LEARNING OUTCOMES***

In terms of learning outcomes the course intends to present a systematic, thorough framework of the fundamental reasons behind the orientation of social responsibility within modern companies. Consequently, the course intends to provide an extensive, articulated overview of the available tools and implemented strategies.

***COURSE CONTENT***

The course explores the following topics:

* Corporate social responsibility (CSR): characteristics and content.
* Stakeholder engagement and management.
* The UNI ISO 26000 standard on CSR.
* Integrated and social reporting.
* The Global Reporting Initiative.
* CSR in the SME.
* CSR and the third sector.
* New social entrepreneurship models: innovative solutions for social change.

Via the presentation of case analyses, students have the opportunity of interpreting the specific contents of processes promoting corporate social responsibility.

***READING LIST***

Both full-time students and distance-learning students should read the following textbook in preparation for lectures and examinations: Lecture notes, eds. Davide Galli, the textbook will be available at the Campus photocopy office. Readings posted in the blackboard platform are an integral part of the course and should be considered as textbooks.

Other recommended reading:

UNI ISO 26000 Standard Guidelines

***TEACHING METHOD***

The course includes theory lectures, analysis of case studies and discussions. These diverse teaching methods are designed to develop students’ ability to analyse and interpret implications linked to the introduction of social responsibility within corporate strategy.

***ASSESSMENT METHOD***

*Assessment method for full-time students*

Full-time students evaluation will consider 50% quotation of an individual assignment, 40% final written examination based on the entire course material (course readings, theacher readings posted on Blackboard, slides, case studies) and 10% on course attendance.

Individual assignment consists in the analysis of the CSR policies of a company selected by each student. Assignment’s aim is to evaluate the critical reading skills developed by students during CSR course. The assignment is evaluated on four dimensions: introduction and content selection (8 points/30), contents analysis and case development (10 points/30), quality of additional proposals (10 points/30), set of slides for case presentation (3 points/30).

The final examination consists of a written test on course content, cases discussed during classes and readings posted on blackboard platform. The examination includes six short open-ended questions that occur extensively the level of knowledge of the course content. The test duration is 50 minutes. Each question is 5 points/30.

Attendance is measured in terms of n. of lessons attended. The interactive nature of the course and the wide possibility for the student to intervene in the analysis and discussion of cases allow to consider attendance as an active form of learning and verification.

*Assessment method for distance-learning students*

The overall assessment is based on the outcome of a written test which focuses on readings texts and the readings posted on blackboard. The written test consists of three open-ended questions on the issues contained in textbooks and also requires the reference to examples or case studies. Each question is 10 points/30.

***NOTES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.