

Subject Description Form

Subject Code	AF4513
Subject Title	Corporate Social Responsibility
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	None
Role and Purposes	Corporate social responsibility has its foundations in the students' knowledge of a diverse range of business functions and sectors. Whatever the specific business setting (accountancy, finance, logistics, marketing or management) the examination of corporate interaction with stakeholders and the notions of social responsibility and ethical behaviour are a matter of concern. This subject contributes to the achievement of the BBA programme outcomes by enabling students to demonstrate a <u>global outlook</u> . This subject also enables students to <u>identify and respond appropriately to ethical issues</u> as they arise generally and in the business setting (generic outcome 4).
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Understand what is meant by “corporate social responsibility” and appreciate its development. b. Analyse “ethical issues” within the framework of corporate social responsibility(BBA Outcome 4). c. Identify and respond appropriately to ethical issues as they arise generally and in the business setting; d. Appreciate that ethical issues may need different approaches in differing value systems. e. Assess the role of a code of ethics, the essential requirements in drafting such a code and the difficulties of enforcement. f. Identify the interconnection of this subject with other disciplines.
Subject Synopsis/ Indicative Syllabus	<p>The Development of Corporate Social Responsibility The notion of stakeholders; concern for human rights and the environment; ethical and moral reasoning; the relationship between law, ethics and corporate social responsibility; ethical dilemmas typically encountered by corporations.</p> <p>A Framework for Ethical Decision-Making Ethical concepts and theories; deontological and teleological theories; the notions of fairness and justice; Chinese, Asian and Western concepts and theories compared.</p> <p>Corporate / Professional Standards The conflict between economic performance and social responsibility; relations between corporations and key stakeholders; deceptive marketing; employee privacy;</p>

	<p>customer privacy; intellectual property; secrecy / information privacy; equal opportunities; discrimination; “whistle-blowing”; codes of conduct.</p> <p>International Issues</p> <p>The diversity of cultural values; moral relativism v. moral pluralism; cross-cultural dilemmas facing corporations; ethnocentric morality; current developments in corporate social responsibility.</p>																																																							
<p>Teaching/Learning Methodology</p>	<p>Lectures will introduce ethical issues, theories and the debates concerning the need for corporations to be socially responsible. Seminars will provide students and opportunity to consider and debate practical examples and to discuss a wide variety of case-studies concerning the various aspects of corporate social responsibility. Continuous assessment will comprise preparation for and contribution to seminar activities, small-group case-study research and presentations, and a quiz.</p>																																																							
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="459 651 1487 1227"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>1. Mid Term Test</td> <td>30%</td> <td>√</td> <td></td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Participation</td> <td>5%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>3. Group Assignments</td> <td>15%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>4. Final Examination</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6">Students are required to obtain Grade D or above in both continuous assessment and examination components.</td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> • Consider the issues which are presented in the lectures • Read the key sections of the relevant chapter of the adopted text book • Discuss the ethical issues arising from the cases and other questions contained in the text book • Appreciate that different approached (theories) may be adopted to deal with ethical issues • Participate in presenting the group’s views on the case or question to be presented. <p>Feedback is given to students promptly and all students are invited to join seminar group discussions.</p>		Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. Mid Term Test	30%	√		√				2. Participation	5%	√	√	√	√	√	√	3. Group Assignments	15%	√	√	√	√	√	√	4. Final Examination	50%	√	√	√	√	√	√	Total	100 %	Students are required to obtain Grade D or above in both continuous assessment and examination components.					
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																						
		a	b	c	d	e	f																																																	
1. Mid Term Test	30%	√		√																																																				
2. Participation	5%	√	√	√	√	√	√																																																	
3. Group Assignments	15%	√	√	√	√	√	√																																																	
4. Final Examination	50%	√	√	√	√	√	√																																																	
Total	100 %	Students are required to obtain Grade D or above in both continuous assessment and examination components.																																																						
<p>Student Study Effort Expected</p>	<p>Class contact:</p> <ul style="list-style-type: none"> ▪ Lectures ▪ Tutorials <p>Other student study effort:</p>	<p></p> <p>26 Hrs.</p> <p>13 Hrs.</p> <p></p>																																																						

	<ul style="list-style-type: none"> ▪ Preparation for tutorial 	30 Hrs.
	<ul style="list-style-type: none"> ▪ Preparation for test and examination 	50 Hrs.
	Total student study effort	119 Hrs.
Reading List and References	<p><i>Text book: Business Ethics, Crane A. and Matten D, Oxford University Press, 2016, International edition (ISBN-9780198755968)</i></p> <p>Allouche, J., <i>Corporate Social Responsibility, Vol. 1, Concepts, Accountability and Reporting</i>, New York, N.Y.: Palgrave Macmillan, Latest edition.</p> <p>Cramer, J., <i>Corporate Social Responsibility and Globalization: An Action Plan for Business</i>. Greenleaf, Latest edition.</p> <p>Jonker, J. and de Witte, M. <i>The Challenge and Difficulties in Organizing and Implementing Corporate Social Responsibility</i>, Houndmills, Hampshire, N.Y.: Palgrave Macmillan, Latest edition.</p> <p>Harvard Business Review, <i>Harvard Business Review on Corporate Responsibility</i>. Harvard Boston, MA: Business School Publishing Corporation, Latest edition.</p> <p>Hopkins, M., <i>The Planetary Bargain: Corporate Social Responsibility Matters</i>, London, UK: Earthscan Publications Ltd., Latest edition.</p> <p>Leipziger, D., <i>The Corporate Responsibility Code Book</i>, Greenleaf, Latest edition.</p> <p>Journals including</p> <p><i>Business and Professional Ethics Journal</i></p> <p><i>Business and Society</i></p> <p><i>Business and Society Review</i></p> <p><i>Business Ethics - A European Review</i></p> <p><i>Business Ethics Quarterly</i></p> <p><i>Corporate Social Responsibility and Environmental Management</i></p> <p><i>Journal of Business Ethics</i></p> <p><i>The Journal of Corporate Citizenship</i></p>	