

UNIVERSITY OF ECONOMICS – VARNA
BUSINESS FACULTY
DEPARTMENT OF INDUSTRIAL BUSINESS

APPROVED BY

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

COURSE: “CORPORATE SOCIAL RESPONSIBILITY”;

PROGRAMME: “International Business”; Bachelor’s Degree

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 90 h.; incl. Curricular: 60 h.

ECTS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<i>WORKLOAD, h.</i>	<i>CLASSES PER WEEK.</i>
LECTURES	30	2
SEMINARS	30	2
EXTRACURRICULAR	90	

PREPARED BY:

1.
(Assoc. Prof. Dr. Petya Dankova)

2.
(Assoc. Prof. Dr. Desislava Serafimova)

HEAD OF DEPARTMENT:
Department of Industrial Business (Assoc. Prof. Dr. Ilian Minkov)

I. ANNOTATION

The aim of the course “Corporate social responsibility” (CSR) is to discuss the ethical dilemmas and practical issues that arise in the corporate governance process. CSR refers to the way a corporation achieves a balance among its economic, social, and environmental responsibilities in its operations so as to address shareholder and other stakeholder expectations. The course is focused on Stakeholder Management which is considered to be the most appropriate practical tool for CSR. Stakeholder management is an approach that increases the likelihood that decision makers will integrate ethical wisdom with management wisdom in all that they do. During the course students discuss and analyse the stakes and interests of the different corporate stakeholder groups and work on business cases that focus on (1) identifying the various groups or individuals who have stakes in the firm or its actions, decisions, and practices, and (2) incorporating those stakeholders’ concerns into the firm’s strategic plans and daily operations. After having visited the course the students are able to understand the different aspects of CSR with the aim to make it practical in different strategic and operational environments.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
1.	Introduction	2	2	
1.1.	The Business / Society Relationship			
1.2.	The Role of Business within the Social System			
1.3.	The Social Contract			
2.	Business Ethics and Management	4	4	
2.1.	Business Ethics Fundamentals			
2.2.	Personal and Organizational Ethics			
2.3.	Ethical Issues in the Global Arena			
3.	The Corporate Social Responsibility Concept	3	3	
3.1.	Historical Perspective on CSR			
3.2.	Definitions and Viewpoints on CSR			
3.3.	Social Performance and Financial Performance Relationship			
3.4.	Socially Responsible or Ethical Investing			
4.	The Stakeholder Approach to CSR	6	6	
4.1.	Origins of the Stakeholder Concept			
4.2.	Typology of Stakeholders			
4.3.	Strategic, Multifiduciary, and Synthesis Approaches			
4.4.	Three Values of the Stakeholder Model			
5.	Stakeholder Management	6	6	
5.1.	Defining the Firm’s Stakeholders			
5.2.	Defining the Stakeholders’ Stakes			
5.3.	Opportunities and Challenges of the Stakeholders			
5.4.	Firm’s Responsibilities to the Stakeholders			
5.5.	Stakeholder Management Strategies			
6.	Stakeholder Issues	6	6	
6.1.	Business, Government, and Regulation			
6.2.	Consumer Stakeholders: Information Issues and Responses			
6.3.	Consumer Stakeholders: Product and Service Issues			
6.4.	Employee Stakeholders and Workplace Issues			
6.5.	Employee Stakeholders: Privacy, Safety, and Health			

6.6.	The Natural Environment as Stakeholder			
6.7.	Community Stakeholders			
7. Institutionalization of CSR		3	3	
7.1.	The United Nations Global Compact			
7.2.	The Global Reporting Initiative			
7.3.	ISO 26000 Social Responsibility			

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	20
1.2.	Case studies	4	40
Total mid-term control:		5	60
2.	Final term control		
2.1.	Test (mixed questions)	1	30
Total final term control:		1	30
Total for all types of control:		6	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

Carroll, B.A. and A.K. Buchholtz, *Business and Society: Ethics and Stakeholder Management*, 7th Edition, South-Western Cengage Learning, 2009

RECOMMENDED (ADDITIONAL) LITERATURE:

- Crane, A., Matten, D., and Spence, L. (eds.)** *Corporate social responsibility: readings and cases in a global context*. Routledge, 2008.
- Elkington, J.** *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Capstone: Oxford., 1997.
- Freeman, R. E., S. R. Velamuri, and B. Moriarty**, *Company Stakeholder Responsibility: A New Approach to CSR*, Business Roundtable, Institute for Corporate Ethics Bridge Paper, 2006
- Gaudier, M.** *Firms of the Future: Economic Efficiency and Social Performance*, Bibliographical Series No. 19. International Institute of Labour Studies: Geneva, 1999.
- Habisch, A., Jonker, J. and Schmidpeter, R. (eds.)** *Corporate social responsibility across Europe*. Springer, 2005.
- Henderson, D.** *Misguided Virtue: False Notions of Corporate Social Responsibility*. New Zealand Business Roundtable: Wellington, 2001.
- Holme, R. and Watts, P.** *Corporate Social Responsibility: Making Good Business Sense*. World Business Council for Sustainable Development: Geneva, 2000.
- McIntosh, M. (ed.)** *Visions of Ethical Business*. Three volumes. Financial Times Prentice Hall Publishing: London. 1998, 1999, 2000.