

2019.HS

| <b>Module Name: Corporate Responsibility</b>                |  |
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| Module Code   | w.BA.XX.1CR-IM.XX  |
| Module Description  | Students understand that strategic corporate responsibility (CR) management can create value for society and (!) for companies (Harvard University's concept of "Creating Shared Value"). According to this strategic understanding, greenwashing approaches are not feasible. Instead, CR tries to create substantial and positive societal and economic impact. In the theoretical part of the module, students gain basic knowledge of sustainability and corporate responsibility and learn how to conduct sustainability management within a company, including basic methods and concepts of corporate responsibility management, such as materiality assessment, CR strategy building, and stakeholder analysis and interaction. The second part of the module involves a business project. Students use the knowledge gained in the theoretical part and apply it to a business project in collaboration with a Swiss or Southern German company. Students take on a consultant role and work at eye level, constructively and in a goal-oriented way, with a company representative and some of their fellow students to develop solutions that address a practical corporate responsibility challenge. At the end of the semester, students submit their solutions to their company representative in the form of a presentation and a report. Thus, the module aims to convey both theoretical and practical CR know-how. |
| Program and Specialization                                  | International Management   |
| Legal Framework   | Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009   |
| Module Category   | <b>Module Type:</b><br>Compulsory  |
|   | <b>Program Phase:</b><br>Main Study Period   |
| ECTS  | 3  |
| Organizational Unit   | W Abt. International Business Leitung  |
| Module Coordinator  | Fridolin S. Brand (braf)   |
| Deputy Module Coordinator                                   | Jörg Schmidt (scmj)  |
| Prerequisite Knowledge                                      | Basic management and economic knowledge.   |
| Contribution to Program Learning Goals (Affected by Module) | <ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>   |
| Contribution to Program Learning Objectives                 | <ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>  |
| Module Learning Objectives                                  | <ul style="list-style-type: none"> <li>Students...</li> <li>§ can define strategic corporate responsibility management and explain why and how it can be beneficial for a company and for society</li> <li>§ can explain the main elements of a sound and credible corporate responsibility management cycle</li> <li>§ know voluntary standards for corporate responsibility</li> <li>§ can explain why and how stakeholders and CR issues are analyzed and prioritized</li> <li>§ can explain how CR principles and strategies are being developed</li> </ul>  |

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|-------------------------------------|---|---|------------------------------|
|                                     | § can explain steps and formats of stakeholder interaction and how to establish a working structure and culture that is conducive to CR<br>§ can formulate CR indicators and know how to conduct and evaluate a performance assessment<br>§ can work in a group to develop solutions to a practical corporate responsibility challenge of a real-world company<br>§ can present solutions to a practical challenge of a company in an oral presentation and a written report<br>§ can compile results by working in small groups  |   |                              |
| Module Content                      | § Strategic corporate responsibility management and the business case for corporate responsibility: value drivers related to investments in corporate responsibility<br>§ Examples of sustainability issues relevant to companies (such as climate change, human rights, and nature conservation)<br>§ Basic concepts and methods of strategic corporate responsibility management<br>§ Voluntary standards for corporate responsibility<br>§ Best practices for corporate responsibility management: stakeholder management, issues management, strategy development and implementation, and controlling<br>§ Development of solutions to a practical corporate responsibility challenge of a real-world company |   |                              |
| Links to other modules              | -   |   |                              |
| Methods of Instruction              | § Lecture<br>§ Interactive Instruction<br>§ Project Work  | <b>Social Settings Used:</b><br>§ Individual Work<br>§ Group Work |                              |
| Digital Resources                   | § Teaching Materials<br>§ In preparing a practical report and a presentation, students should refer to the knowledge they have acquired in several other modules, such as marketing, accounting, international business and management, and international strategic management.   |   |                              |
| Type of Instruction                 | <b>Classroom Instruction</b>  | <b>Guided Self-Study</b>  | <b>Autonomous Self-Study</b> |
| Large Class                         | 8 h   | -   |                              |
| Small Class                         | -   | -   |                              |
| Group Instruction                   | 1 h   | -   |                              |
| Practical Work                      | 1 h   | 10 h  |                              |
| Seminar                             | -   | -   |                              |
| <b>Total</b>                        | <b>10 h</b>   | <b>10 h</b>   |                              |
| Performance Assessment              |   |   |                              |
| <b>End-of-module exam</b>           | <b>Form</b>   | <b>Length (min.)</b>  | <b>Weighting</b>             |
| -                                   | -   | -   | -                            |
| <b>Permitted Resources</b>          | -   |   |                              |
| <b>Others</b>                       | <b>Assessment</b>   | <b>Length (min.)</b>  | <b>Weighting</b>             |
| Written Assignment                  | Grade   | -   | 60.00 %                      |
| Talk/oral presentation              | Grade   | 30  | 40.00 %                      |
| Classroom Attendance Requirement    | -   |   |                              |
| Language of Instruction/Examination | English   |   |                              |
| Compulsory Reading                  | § pdf of lecture slides on Moodle<br>§ Porter, M. & Kramer, M. (2006). Strategy and society: the link between competitive advantage and corporate social responsibility. Harvard Business Review, 84 pp. 78-92.<br>§ Brand, F. & Winistöfer, H. (2017). Corporate Responsibility Management: SML-Essentials. Högendorf: Buchzentrum. ISBN 978-3-03870-008-1. available at: <a href="https://www.schulthess.com/buchshop/detail/ISBN-9783038700081/Brand-Fridolin-Simon-Winistöfer-Herbert/Corporate-Responsibility-Management">https://www.schulthess.com/buchshop/detail/ISBN-9783038700081/Brand-Fridolin-Simon-Winistöfer-Herbert/Corporate-Responsibility-Management</a> .                                    |   |                              |
| Recommended Reading                 | § Selected book chapters and articles   |   |                              |
| Comments                            | There is no end-of-module exam, only a report and a presentation.<br>3 ECTS credits are equivalent to a workload of 90 hours. Classroom instruction combines a lecture format and group work requiring active student participation. Self-study: development of solutions to a practical challenge of a real-world company (group work) and preparation and follow-up for theory lectures.  |   |                              |