

Valid for 2023.HS

<b>Module Name: Corporate Responsibility</b>	
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. According to this strategic understanding, greenwashing approaches are not feasible. Instead, CR tries to create substantial and positive societal and economic impact. In this module, the 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. Beyond this, the students learn how to formulate and address a CR-related research question in accordance with academic standards.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Abteilung International Business
Module Coordinator	Florian Roth (rotf)
Deputy Module Coordinator	Christian Vögtlin (voet)
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	<p>Students...</p> <ul style="list-style-type: none"> <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> <li>§ can explain steps and formats of stakeholder interaction and how to establish a working structure and culture that is conducive to CR</li> <li>§ can formulate CR indicators and know how to conduct and evaluate a performance assessment</li> </ul>

Module Content	§ Strategic corporate responsibility management and the business case for corporate responsibility: value drivers related to investments involving corporate responsibility § Examples of sustainability issues relevant to companies (such as climate change, human rights, and nature conservation) § Basic concepts and methods of strategic corporate responsibility management § Voluntary standards for corporate responsibility § Best practices for corporate responsibility management: stakeholder management, issues management, strategy development and implementation, and controlling		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction	<b>Social Settings Used:</b> § Individual Work § Pair Work	
Digital Resources	Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	11 h	-	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	1 h	8 h	
Seminar	-	-	
<b>Total</b>	<b>12 h</b>	<b>8 h</b>	<b>70 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	90.00 %
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	10.00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ pdf of lecture slides on Moodle § Porter, M. & Kramer, M. (2006). Strategy and society: the link between competitive advantage and corporate social responsibility. Harvard Business Review, 84 pp. 78-92. § 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	-		