Zurich University
of Applied Sciences

School of
Management and Law

2017.FS

Module Name: Corporate Responsibility		
Module Code	w.BA.XX.2CR.XX	
Module Description	Students understand corporate responsibility as a cross-sectional function within a framework of good management practices. They can comprehend how enterprises are assigned a joint responsibility for solving societal problems and are able to assess risks and opportunities for enterprises arising from these expectations.	
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Information Technology	
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	**Module Type:** Compulsory Elective	**Program Phase:** Main Study Period
ECTS	3	
Organizational Unit	W Abt. International Business Leitung	
Module Coordinator	Katharina Hetze (hetz)	
Deputy Module Coordinator	-	
Prerequisite Knowledge	Foundations of business administration	
Contribution to Program Learning Goals (Affected by Module)	§ Subject Competence § Methodology Competence § Social Competence § Self Competence	
Contribution to Program Learning Objectives	Subject Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodology Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Teamwork & Conflict Management Self Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § understand why companies are assigned a joint responsibility for the solving of societal problems. § can develop an economic rationale (business case) for CR-related activities of companies § know basic management methods used to integrate corporate responsibility into business practices, e.g., stakeholder management § are able to analyze and critically evaluate a company‘s corporate responsibility approach based on publicly available information § have developed their ability to work in small groups on an applied research project § know basic management methods used to integrate corporate responsibility into business units, e.g., corporate communications, marketing, and supply chain management/purchasing	
Links to other modules	-	

Methods of Instruction	§ Lecture § Case Studies § Group work		**Social Settings Used:** Group Work	
Digital Resources	§ Reader § Teaching Materials			
Type of Instruction	**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**	
Large Class	14 h	-		
Small Class	14 h	16 h		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
Total	**28 h**	**16 h**	**46 h**	
Performance Assessment				
End-of-module exam	**Form**		**Length (min.)**	**Weighting**
-	-		0	-
Permitted Resources*	-			

*Acc. to the Guidelines on the Use of Examination Aids/Resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")

Others	**Assessment**	**Length (min.)**	**Weighting**
Written Assignment	Grade	-	100,00%

Classroom Attendance Requirement	A regular attendance (80 %) is expected and a prerequisite for a successful performance assessment.
Language of Instruction/Examination	English
Compulsory Reading	Brand, F. & Winistörfer, H. (2016). SML essentials 06: Corporate Responsibility Management. Winterthur: vdf Management and Law. ISBN 2244012079083
Recommended Reading	Selected book chapters and articles
Comments	• 3 ECTS credits are equivalent to a workload of 90 hours. • Classroom instruction combines a lecture format and group work requiring active student participation.