

## OIBUSX02 – Corporate Social Responsibility

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**Professor:** Clément Damasse – Raphaël Vialat

**Contact information:**

clementdamasse@hotmail.com

rvialat@gmail.com

**Department:** International affairs

**Semester:** 1

**Course level:** L3 undergraduate

**Domain:** Business (Management)

**Teaching language:** English

**Number of in-class hours:** 36

**Number of course sessions:** 11 + Exam

**ECTS:** 6

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### Course description and objectives

For the past 25 years, notably since the 1992 UN Conference on Sustainable Development in Rio, companies have increasingly invested resources to appear committed to Sustainable Development. But where are we now? Is it more than mere window-dressing? What kind of value do sustainable practices create? This course combines a descriptive and a practical approach to the implementation of sustainable practices into an international and multi-dimensional/sectorial business environment, including description of multiple cases and concrete example from professional speakers. The first half of each class will take the form of a lecture, while the second half will consist of practical cases, group works, role playing games etc.

**Objectives:**

Provide students with a comprehensive understanding of Sustainable Development and sustainability challenges (social, economic and regulatory) companies now face (from SMEs to large international corporates). Demonstrate students that Sustainable Development, from a business perspective, is viable when integrated into a business strategy.

### Prerequisites

A great motivation to know more about CSR and how it works in today's business is sufficient to participate to this class.

### Learning outcomes

At the end of the Corporate Social Responsibility class offered by Paris Dauphine University students will be able to understand and critically discuss the concepts and topics of corporate social responsibility as well as business' responsibility. They will have a comprehensive understanding of sustainability challenges (social, environmental and economic development) that companies face and how transform these challenges into business opportunities.

### Assignments and grading

Examination modalities:

- Oral participation / Attendance 20%
- Group Presentation 40%  
(from course 3 to course 11)
- Final Exam 40% (course 13)

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

## Course structure

Session	Topic
1	Introduction – A History of Sustainable Development, from environmental awareness to corporate social responsibility
2	The Challenges of Sustainable Development
3	The Principles of Sustainable Development
4	Corporate Social Responsibility (CSR): Integrating Sustainable Development in companies
5	CSR and Financial Markets
6	CSR and Customers
7	CSR and the Supply Chain
8	Enhancing its CSR approach
9	Measuring CSR performance
10	Creating value with Partnerships
11	Creating a CSR Strategy
12	<b>Final Exam</b>

## Bibliography

- The United Nations. Millennium Development Goals Report 2015
- UNEP-FI. The Positive Impact Manifesto. 2017
- EU High-Level Expert Group on Sustainable Finance – Financing a sustainable European economy – 2018
- Handbook of Research on Marketing and Corporate Social Responsibility - Edited by Ronald Paul Hill, Villanova University, US and Ryan Langan, Assistant Professor of Marketing, University of San Francisco, US
- CSR AS A Management Idea, Ethics in Action. Edited by Mats Jutterström and Peter Norberg, Stockholm School of Economics, Sweden
- IFC Performance Standards on Environmental and Social Sustainability – IFC, January 2012.
- The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organizations. Wayne Visser, Dirk Matten, Manfred Pohl, Nick Tolhurst, Katja Böhmer, Aron Ghebremariam, Judith Hennigfeld, Sandra S. Huble, 2007.
- The Oxford Handbook of Corporate Social Responsibility. Crane, 2008.
- [https://www.iisd.org/sites/default/files/publications/csr\\_guide.pdf](https://www.iisd.org/sites/default/files/publications/csr_guide.pdf)

## MyCourse

This course is on MyCourse: **No**

### Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

### Academic calendar

<b>Dates</b> <b>(Monday/Sunday)</b>		
02/09/19	09/08/19	<b>Welcome Week + French seminar</b>
09/09/19	15/09/19	1
16/09/19	22/09/19	2
23/09/19	29/09/19	3
30/09/19	06/10/19	4
07/10/19	13/10/19	5
14/10/19	20/10/19	6
21/10/19	27/10/19	7
28/10/19	03/11/19	<b>Holidays</b>
04/11/19	10/11/19	8
11/11/19	17/11/19	9
18/11/19	24/11/19	10
25/11/19	01/12/19	11
02/12/19	08/12/19	<b>Review w.</b>
09/12/19	15/12/19	<b>Exams</b>
16/12/19	22/12/19	
23/12/19	29/12/19	<b>Holidays</b>
30/12/19	05/01/20	
06/01/20	12/01/20	