

OIBUSX02 – Corporate Social Responsibility

Professor: Alain TORD

Contact information:

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Department: International affairs

Semester: 1

Course level: Undergraduate (L3)

Domain: Business (Economics / Management / Social Sciences)

Teaching language: English

Number of in-class hours: 36

Number of course sessions: 11 + Exam

ECTS: 6

Course description and objectives

Based on an active pedagogy (mixing lecturer presentations, student presentations, role play, case study, in-class web-based inquiry, etc.), this course aims to explore the concept Corporate Social Responsibility (CSR), its history, strength and weaknesses. CSR can be defined as “[the] responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior”. (ISO 26000 Standard, 2010)

To implement CSR need a deep change in company operation systems. Research in management, economics and other social science designed useful tools and methods to trigger this change and support it to reset companies’ behaviors into more socially responsible and eco-friendly behaviors. To implement CSR isn’t a long calm river: false change, green/fairwashing, mass cheating, step backwards, case studies show how business-as-usual attitudes can resist to this change. Hopefully, CSR is a growing and more and more powerful trend which turn to become the foundation of more and more firms around the world.

Main objectives of this course are to get a general understanding of:

- environmental and social big issues at times and how corporations can be both part of the problem and part of the solution
- what ethics, social responsibility and sustainable development means while being able to stay critical with these concepts
- the possibilities to transform/reshape corporations so as to avoid or strongly reduce environmental and social side-effects coming from their operations
- what can prevent this transformation and what can support it.

Another objective of this course is to equip students with an accurate knowledge so that they are able to be changemakers in their future positions and as citizens.

Prerequisites

No specific prerequisites are needed to attend to this course. Nevertheless, two prerequisites are recommended so as to be more comfortable:

- Some basics about mainstream economics view about corporation’s operations (i.e. principal-agent problem and agency dilemma) and/or some professional experiences (internship, volunteering)
- A motivation about the debunking of this biased depiction of corporation’s operations is recommended as well.

Learning outcomes

To attend this course will bring you:

- **some basics** (“*culture générale*”) about environmental and social big issues at times (global social inequalities, climate change, biodiversity erosion, waste management, access to water, occupational health and safety, etc.) and on how companies’ business-as-usual operations worsen these issues
- **a set of tools** to assess social and environmental impacts of a given company operation, design and implement a strategy to prevent and/or mitigate negative impacts and increase positive impacts, redesign a product or a service in a eco-friendly way (eco-design) and communicate in a more ethical and eco-friendly manner (responsible communication)
- **a set of roles** an individual can adopt to become a changemaker as an professional and/or a citizen.

Assignments and grading

- Course attendance and oral participation (10%)
- Group presentation (20min presentation followed by a 10min-debate, 40%)
- Final exam (Mix of MCQs, open-ended question and a case study, 50%)

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	Contemporary social and environmental big issues (1/2)
2	Contemporary social and environmental big issues (2/2)
3	Sustainability development: shaping of a new operating system for society
4	Corporate social responsibility: shaping of a new operating system for corporations
5	Levers and obstacles for corporation change
6	Workshop: controversies study
7	A toolbox to reshape corporate: diagnosis tools
8	A toolbox to reshape corporate: management tools
9	A toolbox to reshape corporate: governance and legislation
10	A toolbox to reshape corporate: marketing and communication tools
11	Workshop: CSR policy design
12	Final Exam

Bibliography

English references

Bell David V.J. & Cheung Yuk-Khen A. : *Introduction to Sustainable Development*, EOLSS, 2009
Fleming P. & Jones Marc V.: *The End of Corporate Social Responsibility: Crisis And Critique*, Sage, 2012
Gentile Mary C: *Giving Voice to Values – How to Speak Your Mind When You Know What’s Right*. Yale University Press, 2010
Holy Father Francis: *Encyclical letter ‘Laudato si’ On care for our common home*, 24 mai 2015
IISD : *SD Gateway – Introduction to Sustainable Development*, 2010
Kate Raworth K. : *Doughnut Economics : Seven Ways to Think Like a 21st-Century Economist*, Cornerstone, 2018
Leonard A. : *The Story of Change* (video), 2013

French references

Capron M. & Quairel-Lanoizelée F. : *La responsabilité sociale d'entreprise*, 3e éd., La Découverte (Repères), 2016
Capron M. & Quairel-Lanoizelée F. : *L'entreprise dans la société*, La Découverte, 2015
Mancebo F.: *Le développement durable*, Armand Colin, 2e éd., 2013

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

Dates (Monday/Sunday)		
02/09/19	09/08/19	Welcome Week + French seminar
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	Holidays
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	Review w.
09/12/19	15/12/19	Exams
16/12/19	22/12/19	
23/12/19	29/12/19	Holidays
30/12/19	05/01/20	
06/01/20	12/01/20	