1. **Title of the module**

BUSN7540 (CB754) Corporate Social Responsibility

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA (Hons) Accounting & Management and associated programmes

BA (Hons) Business & Management and associated programmes

BA (Hons) Event and Experience Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Understand the concept of corporate social responsibility, sustainability, business ethics and their increase significance for organisations.

8.2 Apply key concepts, theories and frameworks related to social responsibility in different contexts.

8.3 Critically assess the suitability and applicability of contemporary business and societal responses to environmental, social and economic challenges for sustainable development.

8.4 Critically understand the key issues that organisations face in the design and implementation of socially responsible programmes.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Demonstrate initiative and personal responsibility in working and studying independently.

9.2 Demonstrate competence in time and project management through independent research that demonstrates transferable skills of independent learning.

9.3 Address problems relating to conflicting interests by developing accountable priorities.

9.4 Demonstrate critical reflection in developing a deeper appreciation of social issues and proposed solutions.

9.5 Demonstrate ability to communicate information, ideas and solutions effectively.

1. **A synopsis of the curriculum**

The aim of the module is to develop an understanding of corporate social responsibility (CSR) and sustainability informed by ethical theory and stakeholder perspectives. Students will have the opportunity to familiarise with essential readings and cases in CSR to enable them to recognise key issues raised by stakeholder groups. such as shareholder activism; socially responsible investment; employee discrimination; working conditions; ethical issues in marketing; management; consumer protection; gifts/ bribes; accountability; collaboration with civil society organisations, and corruption of governmental actors. The module will therefore contribute in building an understanding of contemporary social issues in business by highlighting the importance of a collaborative approach with internal and external stakeholder groups.

Indicative topics are:

* Business Ethics
* Corporate Social Responsibility
* Sustainability
* Social responsibilities of sectors and industries
* Stakeholders of organisations, including:
  + Consumers
  + Employees
  + Suppliers
  + Competitors
  + Shareholders
  + Civil society
  + Government
* Implementation of socially responsible and sustainable programmes and initiatives

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Crane, A. and Matten, D. (2016) *Business Ethics* 4th edn. Oxford: Oxford University Press

Crane, A., Matten, D. and Spence, L. J. (2013) *Corporate Social Responsibility: Readings and Cases in a Global Context*. 2nd edn. Routledge: London.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual reflective assignment (1500 words) (40%)

Individual report (3000 words) (60%)

13.2 Reassessment methods

Reassessment Instrument:100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Independent Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Lectures | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Reflective Assignment | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** |
| Individual report | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

This module allows students to familiarise with CSR theoretical concepts as well as practice insights across contexts in developed and developing countries. In addition, the methods of assessment (both formative and summative) allow students to interact with each other to take advantage of their diversity and interpretations of social and ethical issues that stem from growing up in different contexts.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 01/03/17 | Major | January 2018 | 13 | No |
|  |  |  |  |  |

Revised FSO Jan 2018