1. **Title of the module**

BUSN9085 (CB9085) Corporate Social Responsibility and Sustainability Management

1. **Division 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 7

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

15 (7.5 ECTS)

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

Spring Term

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

N/A

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

Masters of Business Administration

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

8.1 Critically analyse the concept and key elements of Corporate Social Responsibility (CSR) and Sustainability Management, its role in strategic decision making and its links to the broader issues of innovation, creation and growth of new ventures, sustainable organisational performance.

8.2 Systematically apply a range of tools and frameworks to assess the design, implementation and management of CSR in organisations to develop requisite knowledge and practical skills needed for the current global business environment.

8.3 Demonstrate a comprehensive understanding of theories of leadership, change management and ethical and responsible approaches to people management needed for the implementation and evaluation of CSR in contemporary organisations.

8.4 Demonstrate critical awareness of the wider issues of CSR and Business Ethics and engage with complex sustainability related business issues that affect key stakeholders and are needed by ethical and responsible business managers.

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

9.1 Critically analyse complex issues systematically and creatively.

9.2 Comprehensively understand and self-manage work in a complex and interdisciplinary context.

9.3 Plan and implement solutions that can deliver actionable results to tackle and solve problems.

9.4 Learn through reflection and to develop new skills to a high level.

9.5 Communicate effectively to a variety of audiences and/or using a variety of methods

1. **A synopsis of the curriculum**

This module adopts the perspective of studying Corporate Social Responsibility (CSR) and sustainability management within the context of corporate strategy. Using lectures, case study illustrations and content analysis, practice-oriented class exercises and group presentations, the module’s learning and teaching objectives are intended to provide students with a broad range of technical and general skills areas.

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

* Crane, A and Matten, D (2016), *Business Ethics: Managing corporate citizenship and sustainability in the age of globalization*; 4th Edition; Oxford: Oxford University Press
* Blowfield, M., & Murray, A. (2014). *Corporate responsibility*. Oxford: Oxford University Press.
* Cannon, T., & Cannon, T. (2012); C*orporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environmen*t. 2nd Edition. Harlow: Pearson Education
* Chandler, D., and Werther Jr, W. B. (2013); *Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation*. 3rd Edition. London: Sage Publications
* Crane, A., Matten, D., & Spence, L. J. (Eds.). (2008). *Corporate Social Responsibility: Readings and Cases in a Global Context*. 2nd Edition. London: Routledge.
* Visser, W., Matten, D., Pohl, M., & Tolhurst, N. (2010). *The A to Z of Corporate Social Responsibility*. Chichester: John Wiley & Sons
* Relevant journal articles from Harvard Business Review, Academy of Management Review, Journal of Business Ethics, Journal of Management etc

1. **Learning and teaching methods**

Contact hours: 36

Private study hours: 114

Total hours: 150

1. **Assessment methods**

13.1 Main assessment methods

Group presentation, (30%)

Individual Report, 3,000 words (70%)

* 1. Re-assessment methods

100% coursework.

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

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Lectures and Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Preparation | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Independent Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Group Presentation | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Individual Report | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division 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**

Canterbury

1. **Internationalisation**

In introducing Corporate Social Responsibility, a key context used in the discussion is globalisation. This is because Multi-National Corporations are at the centre of the public’s criticism of globalisation. It is within this context that Responsibility and Accountability agenda such as UN Global Compact and responses to Social and Environmental obligations are discussed within the international agenda.

CSR approaches from the explicit and implicit perspectives are also introduced as different countries usually have tendencies to adopt different models because of institutional structures, societal expectations and corporate cultures.

Business Ethics also varies across the world and this is evident in three main areas: Culture, Law and Accountability. As such, relevant differences in mainstream Business Ethics debate in Europe, North America and Asia needs to be highlighted in terms of ethical theories development, implementation and management in practice.

**DIVISIONAL USE ONLY**

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

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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