CORPORATE SOCIAL RESPONSIBILITY

COURSE CODE	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	AUTONOMOUS LEARNING TIME						REQUIREMENT
	32H						ENGLISH LEVEL B2 OR HIGHER

COURSE DESCRIPTION

The objective of the course is to understand the historical context within which the concept of Corporate Social Responsibility (CSR) developed, effectively using key concepts and terms. Students will apply this understanding in thoughtful analysis of selected CSR and Sustainability Reports obtained through online research and develop an approach to and position on the ethical dimensions of 'corporate citizenship' in a global economy.

COMPETENCES ASSOCIATED WITH THE GRADUATE PROFILE

LEARNING OUTCOMES

- While already well entrenched in standard business practice, the concept of CSR still generates a great deal of debate in global political and economic contexts. This class is designed to bring students into this debate and help them develop a position on the issue.
- Understand the historical context within which the concept of Corporate Social Responsibility (CSR) developed, effectively using key concepts and terms.
- Understand the positions and players in the current debate surrounding the significance of CSR in a global context.
- Apply this understanding in thoughtful analysis of selected CSR and Sustainability Reports obtained through online research.
- Develop an approach to and position on the ethical dimensions of 'corporate citizenship' in a global economy.

KEY CONTENT

TEACHING AND EVALUATION METHODOLOGIES

- Readings will be assigned every class to provide a historical, socio-political, environmental, and economic context for analysis of the current state of the debate surrounding CSR.
- Readings will be discussed, and their positions analyzed in the first part of each double class period.
- A guided extension of this discussion in related shorter readings, excerpts, quotes, hypothetical situations, videos and case studies will guide the group work that will occupy roughly the second half of the double period.

- Groups will change each class and the responsibility of group reporting on the day's topic Will alternate, with each student responsible for sending one report/video/group of quotes and a list of questions to guide class discussions/group work.
- The goal of group work is to reach a consensus on the CSR topic of the day, and the responsibility of the group leadings discussions is to briefly summarize the process of reaching that consensus.
- As we move from general to more specific considerations during the course, we will conclude the semester with a guest speaker on a Chile-specific CSR topic and better understand the "social" context in which CSR is applied in Chile.
- We will have several guest speakers and field trips, as well as an opportunity to carry out a "mock CSR" activity.

BASIC BIBLIOGRAPHY

- Beckman, Terry, Colwell, Alison, and Cunningham, Peggy H. (2009) "The Emergence of Corporate Social Responsibility in Chile: The Importance of Authenticity and Social Netwroks." The Journal of Business Ethcis. March. Volume 86, Issue 2.
- Henriques, A. and Richardson, J. (2004). The Triple Bottom Line: Does It All Add Up? Earthscan publications.
- Hopkins, M. (2003) The Planetary Bargain. Earthscan Publications.
- May, Steve, Cheney, George, and Roper, Juliet, eds. (2007). The Debate Over Corporate Social Responsibility. Oxford University Press.
- Nadal, Alejandro and Wise, Timothy A. (2004). "The Environmental Costs of Agricultural Trade Liberalization: Mexico-U.S.
- Maize Trade Under NAFTA." Working Group on Development and Environment in the Americas. Discussion Paper Number 4.
- Reich, R. (2007). Supercapitalism: The Transformation of Business, Democracy, and Everyday Life. Vintage.
- "Just Good Business" (2008, Jan.). The Economist.
- "Does CSR Work?" (2008, Jan.). The Economist.
- Stanford, Carol (2011) The Responsible Buisness: Reimagining Sustainability and Siccess. Jossey Bass Press.
- Shamir, R. (2004) "The De-Radicalization of Corporate Social Responsibility" Critical Sociology. May 2004. 30: 669-689

SUPPLEMENTARY BIBLIOGRAPHY