



Wybierz element.

Course title: CORPORATE SOCIAL RESPONSIBILITY

USOS code: 37S10-SOB

ECTS credit allocation (and other scores): 2.5

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30

Course coordinator/ Department and e-mail: dr Magdalena Wysocka, Department of Economic Policy,
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Type of classes: lectures

Substantive content

LECTURES: CSR models: CSR levels, the "after profit obligation" model, the "before-profit obligation" model, H. Mintzberg's concept. 2. Responsibility of the enterprise towards its stakeholders: identification of stakeholders, stakeholder expectations, defining actions towards particular groups of stakeholders. 3. CSR standards: CSR management standards and standards - SA 8000, ISO 26000, ISO 9000, ISO 14000, EMAS, GRI. 4. Socially responsible behaviour in the task areas of the personnel function: planning, recruitment, selection, introduction to work, training and professional development, evaluation and motivation, shaping working conditions. 5. Socially responsible behaviour in family businesses. 6. Methodology of reporting and CSR research: methods, techniques, tools and procedures for researching and reporting socially responsible behaviour. 7. CSR practices. 8. Socially responsible behaviour in relations with stakeholders (employees, investors, society, clients, etc.), CSR in the task areas of the personnel function, CSR as a form of social involvement.

Learning purpose: Learning purpose: Discussion of the essence and models of behaviour of socially responsible organizations as well as the levels and types of responsible action towards the organization's stakeholders (cognitive aspect). Shaping and developing attitudes aimed at social responsibility (practical aspect).

On completion of the study programme the graduate will gain:

Knowledge: The student has in-depth knowledge of the relations between structures and institutions in relation to socially responsible behaviour, knows methods and tools for describing socially responsible behaviour, has knowledge of legal, economic, ecological and ethical standards and rules in relation to socially responsible behaviour.

Skills: The student has the ability to independently analyse and report the state and propose specific solutions in the areas of socially responsible behaviour, as well as be able to be responsible for the actions taken. The student is able to use the knowledge of how to diagnose the company's situation from the point of view of CSR, how to build decision alternatives and how to build criteria and make decisions in the field of relations with the environment. The student acquires great sensitivity to relations with the internal and external environment of the company.

Social Competencies: The student understands the need for multi-faceted learning throughout life, correctly identifies and resolves problems in the field of socially responsible behaviour. The student is sensitive and feels the need to predict the effects of managerial decisions in the areas of CSR.

Basic literature:



1. Tsutsui K., Lim A. 2015. Corporate Social Responsibility in a Globalizing World, Cambridge University Press, Jamali D. 2015. Development-Oriented Corporate Social Responsibility, Greenleaf Publishing.
2. Wysocka M., 2020. Corporate social responsibility in family businesses, wyd. Logos Verlag Berlin. 3. Rangan, K., Chase, L., & Karim, S. (2015). The truth about CSR. Harvard Business Review, 93(1/2), <https://hbr.org/2015/01/thetruth-about-csr>. 4. Carroll, A. B. (1999). Corporate Social Responsibility. Business & Society, 38(3), https://www.researchgate.net/publication/282441223_Corporate_social_responsibility_Evolution_of_a_definitional_construct

Supplementary literature: 1. Carroll A.B., Buchholtz A.K. 2009. Business and Society: Ethics and Stakeholder Management (7th ed.). Mason, OH: South-Western Cengage Learning. 2. Whiteman, G., Walker, B., & Perego, P. (2013). Planetary Boundaries: Eco-logical Foundations for Corporate Sustainability. Journal of Management Studies, 50(2): 307-336, <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1467-6486.2012.01073.x>

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 30 + 2 (consultation)

Student's independent work: 43