

Subject Description Form

Subject Code	APSS4510														
Subject Title	Corporate Social Responsibility														
Credit Value	3														
Level	4														
Pre-requisite / Co-requisite/ Exclusion	Nil														
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">100% Continuous Assessment</th> <th style="width: 33%;">Individual Assessment</th> <th style="width: 33%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Individual Paper</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>2. Group Project</td> <td style="text-align: center;">--</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>3. Quiz</td> <td style="text-align: center;">20%</td> <td></td> </tr> </tbody> </table>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Individual Paper	30%	--	2. Group Project	--	50%	3. Quiz	20%	
	100% Continuous Assessment	Individual Assessment	Group Assessment												
	1. Individual Paper	30%	--												
	2. Group Project	--	50%												
	3. Quiz	20%													
<ul style="list-style-type: none"> Individual efforts will be assessed in group project; The grade is calculated according to the percentage assigned; The completion and submission of all component assignments are required for passing the subject; and Student must pass all the components if he/she is to pass the subject. 															
Objectives															
<p>The subject aims to:</p> <ol style="list-style-type: none"> 1. to introduce the concepts of corporate social responsibility in the context of a sustainable and socially responsible society; 2. to provide an overview on the theories and approaches to define and explain corporate social responsibility; 3. to reveal the dilemma and paradoxes of corporate social responsibility; 4. to illustrate how corporate social responsibility is translated into corporate decisions and practices, and their impacts on the society; and 5. to highlight the development of corporate social responsibility in an aging world and under the global context. 															
Intended Learning Outcomes															
<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. demonstrate an in-depth understanding of the multifaceted nature of corporate social responsibility, and the contextual factors that shape its development; 															

	<ul style="list-style-type: none"> b. depict major theoretical approaches in defining and explaining corporate social responsibility; c. critically comprehend the current debates and controversies of corporate social responsibility, and their implications to the society; d. identify the connections among corporate social responsibility, civil society, aging society, globalization and social development; and e. use the knowledge and analytical skills to appreciate how corporate social responsibility is translated into practice in corporations.
Subject Synopsis/ Indicative Syllabus	<p><u>Concepts, theories and approaches to Corporate Social Responsibility (CSR)</u></p> <ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> - What is corporate social responsibility? - Historical development of CSR 2. Business and social responsibility <ul style="list-style-type: none"> - Why corporations should be more responsible to the society? - Spheres of responsibilities (economic, legal, ethical and discretionary) 3. CSR: the Stakeholder Approach <ul style="list-style-type: none"> - Broad and narrow views of stakeholders - Descriptive, instrumental and normative views of Stakeholder Theory 4. Corporate Citizenship and CSR <ul style="list-style-type: none"> - business organization as corporate citizen - principles of corporate citizenship 5. Debates and controversies of CSR <ul style="list-style-type: none"> - CSR: a business strategy and gimmick for increasing profits? - Dilemma and paradoxes <p><u>Corporate social responsibility in practice</u></p> <ol style="list-style-type: none"> 6. Incorporating CSR in business <ul style="list-style-type: none"> - Corporate performance and CSR - Actualizing the principles of CSR 7. CSR: Responding to global issues <ul style="list-style-type: none"> - environmental sustainability - fair-trade - global health 8. Case studies: CSR in Asia <ul style="list-style-type: none"> - development of CSR in Asia - threats and opportunities

Teaching/Learning Methodology	A mixture of formal lectures, case studies and seminar presentations will be adopted for this subject. Students are expected to take an active role in lecture and seminar discussion. Students should plan and take responsibility for self-studies, including the reading of books, articles, and reports relevant to the subject, and play an active role in literature review.							
Assessment Methods in Alignment with Intended Learning Outcomes								
	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	
	1. In-class assignments	50 %	✓	✓	✓	✓	✓	
	2. Individual paper	30 %	✓	✓	✓	✓	✓	
3. Quiz	20%	✓	✓					
Total	100 %							
Student Study Effort Expected	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:							
	Group Project and Individual Paper							
	In this subject, students are required to complete a project/case study in corporate social responsibility in groups and present their findings in a seminar setting. Students are encouraged to select cases practicing CSR in terms of their organization culture, management and/or business practices. Each student is also required to write a term paper on a selected topic on CSR. The assessment criteria include the appropriate application of theories and concepts, critical thinking, analytical and communication skills, and the ability to examine CSR practices and its implications for the social policy and administrative.							
	Quiz							
	Students have to sit for a quiz about the knowledge in CSR.							
	Class contact:							
	▪ Lecture							39 Hrs.
	Other student study effort:							
▪ Self-directed studies							33 Hrs.	
▪ Preparation for in-class assignment							20 Hrs.	
▪ Class presentation and participation							10 Hrs.	
▪ Writing term paper							18 Hrs.	
Total student study effort							120 Hrs.	
Reading List and	<u>Essential</u>							

<p>References</p>	<p>Arvidsson A. and Peutersen N. (2013). <i>The Ethical Economy: Rebuilding Value After the Crisis</i>. NY: Columbia University Press.</p> <p>Banerjee, S. B. (2007). <i>Corporate Social Responsibility: the Good, the Bad, and the Ugly</i>. Cheltenham, UK: Edward Elgar.</p> <p>Barnes, P. (2006). <i>Capitalism 3.0: a Guide to Reclaiming the Commons</i>. San Francisco: Berrett-Koehler.</p> <p>Bauwens, M., Mendoza, N. and Iacomella, F. (2012). <i>Synthetic Overview of the Collaborative Economy</i>. Orange Labs and P2P Foundation.</p> <p>Busch, L. (2011). <i>Standards: Recipes for Reality</i>. MIT Press.</p> <p>Chang H.J. (2014). <i>Economics: the User's Guide</i>. New York: Bloomsbury Press.</p> <p>Eisenstein, C. (2011). <i>Sacred Economics: Money, Gift, and Society in the Age of Transition</i>. Evolver Editions.</p> <p>Florida R. (2010). <i>The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity</i>. New York: Harper Collins.</p> <p>Friedman D. and McNeill D. (2013). <i>Morals and Markets: The Dangerous Balance</i>. NY: Palgrave Macmillan.</p> <p>Friedman, M. (1970). Social Responsibility of Business. <i>The New York Times Magazine</i>. September 13(33): 122-126.</p> <p>Harrison L. E. and Huntington S.P. (2001). <i>Culture Matters: How Values Shape Human Progress</i>. NY: Basic Books.</p> <p>Jackson, T. (2009). <i>Prosperity Without Growth: Economics for a Finite Planet</i>. London: Earthscan.</p> <p>Kohlbacher, Florian, Herstatt, C. (2011). <i>The Silver Market Phenomenon: Marketing and Innovation in the Aging Society</i>. Berlin: Springer-Verlag.</p> <p>May, S., Cheney, G., & Roper J. (2007). <i>The Debates over Corporate Social Responsibility</i>. New York: Oxford University Press.</p> <p>Rifkin, J. (2000). <i>The Age of Access: The New Culture of Hypercapitalism, Where all of Life is a Paid-For Experience</i>. New York: Tarcher.</p> <p>Rivoli P. (2009). <i>The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of the World Trade</i>. Hoboken: New Jersey.</p> <p>Sum N.L. and Jessop, B. (2012). <i>Towards a Cultural Political Economy: Putting Culture in its Place in Political Economy</i>. Edward Elgar.</p> <p>Yunus, M. (2010) <i>Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs</i>. Public Affairs.</p>
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Supplementary

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	<p>Potter, M. and Kramer, M. R. (2011). Creating Shared Value. <i>Harvard Business Review</i>, 89 (1/2): 62-77</p> <p>Wani, S. P., & Raju, K. V. (Eds.). (2018). <i>Corporate social responsibility: win-win propositions for communities, corporates and agriculture</i>. Boston: CABI.</p> <p>Welford, R.J. (2002) Corporate social responsibility in Europe and Asia: Critical elements and best practice. <i>Journal of Corporate Citizenship</i>. 13, 31-47.</p>
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