

Course Syllabus**I. General Information**

Course name	Corporate social responsibility
Programme	Economics
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	BA
Form of studies (full-time, part-time)	Full-time studies
Discipline	Economics and finance
Language of instruction	English

Course coordinator/person responsible	Dr hab. Grzegorz Zasuwa
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Type of class (<i>use only the types mentioned below</i>)	Number of teaching hours	Semester	ECTS Points
lecture	30	III	3 ECTS points
tutorial			
classes			
laboratory classes			
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	None
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II. Course Objectives

1. To acquaint students with basic issues concerning corporate social responsibility
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III. Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE		
W_01	A student knows and understands basic issues in the field of corporate social responsibility.	K_W02_12
SKILLS		
U_01	A student is able to use his knowledge of social responsibility to describe selected practices of companies, and formulates critical opinions.	K_U02_12
SOCIAL COMPETENCIES		
K_01	A student is aware of his level of knowledge on corporate social responsibility and is ready to formulate recommendations concerning the application of ethical standards in companies	K_K01_12

IV. Course Content

<ol style="list-style-type: none"> 1) Introduction to corporate social responsibility 2) Pioneers of corporate social responsibility 3) Types of corporate social responsibility 4) Corporate social responsibility and stakeholder theory 5) Corporate social responsibility and sustainable development 6) Corporate social responsibility and strategic management 7) Corporate social responsibility and social innovation 8) Corporate social responsibility and human resources management 9) Corporate social responsibility and marketing 10) Communicating corporate social responsibility 11) Corporate social responsibility and reporting 12) Corporate social responsibility and operational management 13) Corporate social responsibility management systems 14) New trends in corporate social responsibility 15) Arguments for and against corporate social responsibility
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V. Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods <i>(choose from the list)</i>	Forms of assessment <i>(choose from the list)</i>	Documentation type <i>(choose from the list)</i>
KNOWLEDGE			
W_01	Online lecture (MS Teams)	Oral online exam (MS Teams)	Protocol
SKILLS			
U_01	Online lecture (MS Teams)	Oral online exam (MS Teams)	Protocol
SOCIAL COMPETENCIES			
K_01	Online lecture (MS Teams)	Oral online exam (MS Teams)	Protocol

VI. Grading criteria, weighting factors

The knowledge, skills and social competencies will be assessed during the oral exam.

Grade: 2

(W) - A student does not know the required issues of corporate social responsibility (CSR)

(U) – A student is unable to use terminology in the field of CSR

(K) – A student does not want to improve his knowledge and is not convinced of the need to solve problems in an ethical manner

Grade: 3

(W) - A student knows selected issues of CSR

(U) – A student is able to use correctly CSR terminology

(K) – A student is aware of his level of knowledge and skills

Grade: 4

(W) - A student knows most of the required issues of CSR

(U) – A student is able to use CSR terminology, analyses and interprets problems in this field

(K) – A student is aware of his level of knowledge and skills, and understands the need to extend them

Grade 5:

(W) - A student knows all the required issues of CSR

(U) – A student is able to use correctly CSR terminology, analyses and interprets problems in this field, and offers solutions

(K) – A student extends the acquired knowledge and is ready to formulate opinions on the application of ethical standards in firms

VII. Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	30 hours
Number of hours of individual student work	60 hours

VIII. Literature

Basic literature
Corporate Social Responsibility: Strategy, Communication, Governance, Rasche A. (Editor), Morsing M. (Editor), Moon J.(Editor), Cambridge University Press, Cambridge 2017.
Additional literature
1. Crane, A., & Matten, D., Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, Oxford 2016.
2. Social Responsibility of Organizations. CSR 1.0, CSR 2.0 and what's next? , ed. M. Rojek-Nowosielska, Research Papers of Wrocław University of Economics No. 423, Wrocław 2016.