



Syllabus Corporate Social Responsibility

August – december 2021

VIII Ciclo

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I. General Features of the course

Course name:	Corporate Social Responsibility		
Pre-requisite:	Filosofía y ética	ID:	01182
Precedent:	None	Semester:	2021-2
Credits:	3	Term:	VIII
Weekly hours:	3 Hours	Course Modality:	Remote - Synchronous
Career	Administración y Finanzas Administración y Marketing	Course coordinator:	Carmen Velazco cvelazco@esan.edu.pe

II. Course Outline

The CSR class is practical and theoretical in nature. It will allow students to analyze businesses, taking into account ethics as a key element in the decision-making process. It focuses on creating value to all stakeholders, the environment and companies at the same time.

This course examines new CSR trends. It combines a descriptive and a practical approach to the implementation of sustainable practices in Peruvian and international companies. The course will include the discussion of business cases, as well as the creation of CSR strategies, metrics, and tracking. In this class, we also review the development of CSR governance initiatives, and evaluate their limits and potential benefits.

III. Course Objectives

Create awareness of the CSR theoretical framework, its ethical foundation and importance to improve the general welfare.

Provide students with comprehensive knowledge of stakeholders' expectations and sustainability challenges companies face.

Demonstrate students that CSR is viable, when integrated into a global business strategy.

IV. Learning Outcomes

After completing this course, students will be able to:

- Understand CSR theoretical framework and its ethical foundation.
- Evaluate moral development among SMEs and international corporations.
- Identify and build stakeholders mapping and engagement strategy.
- Identify and manage social, environmental, and economic risks through business activities.

- Build CSR plans integrated into business strategy and adapted to the local culture and environment.
- Know CSR implementation processes in SMEs and large corporations.
- Know the main instruments, initiatives and tools used to measure CSR.
- Understand the value of ethical and emphatic behavior in business decisions.

V. Methodology

The classes will rely heavily on student discussion and critical evaluation of the readings and cases. It includes also the application of the concepts through a team project in which students evaluate social, environmental and economic impacts of a Peruvian company.

Several textbooks as well as readings consisting of a collection of authors and various topics are used throughout the course. It encourages students to work during the term with a critical and innovative spirit while developing their analytical skills and self-learning capacity.

Each week, there is at least one required reading that all students must read prior to class.

VI. Evaluation

Student evaluation is permanent and comprehensive. The final grade for the course is obtained by averaging the Permanent Evaluation Average (50%), the midterm exam (20%) and the final exam (30%).

The Permanent Evaluation Average consists of two reading quizzes (20%), two progress tests (30%), seven classroom assignments to be completed in groups (20%), and a research assignment to be completed in groups (30%).

The midterm and final exams are taken according to the exam schedule and must be completed individually.

PERMANENT EVALUATION AVERAGE (PEA)		
Type of evaluation	Description	Percentage %
Reading Quizzes	2 quizzes (None eliminated)	20%
Progress Tests	2 progress tests (None eliminated)	30%
Group classroom assignments	Classroom assignment	20%
Final research assignment	Presentation 50% Final written project 50%	30%

$$FA = 0.20 \times ME + 0.50 \times PEA + 0.30 \times FE$$

Where:

- FA = Final Average
- ME = Midterm Exam
- PEA = Permanent Evaluation Average
- FE = Final Exam

Contents and Learning Activities

WEEK	CONTENT	ACTIVITY/ EVALUATION
<p>UNIT 1: FUNDAMENTAL CONCEPTS OF CORPORATE SOCIAL RESPONSIBILITY.</p> <p>Learning goals:</p> <ul style="list-style-type: none"> • Understand CSR theoretical framework and its ethical foundation. • Evaluate moral development among SMEs and international corporations. 		
<p>1° August 23th – 28th</p>	<p>Course presentation, Team assignments, Course project, and grading</p> <p>Concepts of Social Responsibility</p> <ol style="list-style-type: none"> 1.1 The social responsibility of organizations: Historical background. 1.2 Characteristics of social responsibility 1.3 Principles of Social Responsibility 1.4 Definition of Social Responsibility. <p>Required reading: ISO 26000 Guidance of Social Responsibility.</p> <p>Kloppers, H. & Kloppers, E. (2018) Identifying Commonalities in CSR Definitions: Some Perspectives. In Kiyomet Tunka, C & Roshima, S. (Eds.) <i>Sustainability and Social Responsibility of Accountability Reporting systems</i> (pp. 229-243). Springer.</p>	<p>Classroom activity 1:</p> <p>Starbucks Case</p> <p>https://www.starbucksathome.com/gb/story/coffee-sustainability</p> <p>https://www.reuters.com/business/retail-consumer/starbucks-sales-miss-estimates-shares-drop-despite-rosier-forecast-2021-04-27/</p> <p>https://stories.starbucks.com/stories/2021/starbucks-global-environmental-and-social-impact-report-2020/</p>
<p>2° August 30th – September 4th</p>	<p>Ethical Foundation</p> <ol style="list-style-type: none"> 2.1 Ethical behavior 2.2 Code of Conduct 2.3 Corporate moral development <p>Required reading: ISO 26000 Guidance of Social Responsibility.</p> <p>Reidenbach and Robin (1991). A conceptual model of corporate moral development. <i>Journal of Business Ethics</i> (10), 273—284</p> <p>Velga, A. (2020) Business Ethics and Corporate Social Responsibility. EKA University of Applied Science, p. 63-85</p>	<p>Classroom activity 2:</p> <p>Identifying corporate moral development in a Peruvian Company</p>

WEEK	CONTENT	ACTIVITY/ EVALUATION
<p>UNIT 2: STAKEHOLDERS MANAGEMENT AND ENGAGEMENT</p> <p>Learning goals:</p> <ul style="list-style-type: none"> Identify and build stakeholders mapping and engagement strategy. Identify and manage social, environmental, and economic risks through business activities. 		
<p>3° September 6th – September 11th</p>	<p>Stakeholder mapping and assessment</p> <p>3.1 Identification of stakeholders. 3.2 Stakeholder model. 3.3 The Stakeholder Salience Theory</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility BSR (2011) Stakeholder Engagement Strategy. http://www.bsr.org/reports/BSR_Stakeholder_Engagement_Series.pdf</p>	<p>Classroom activity 3:</p> <p>Identifying the stakeholders in an organization</p>
<p>4° September 13th – September 18th</p>	<p>Good Corporate Governance.</p> <p>4.1 Organizational governance and social responsibility 4.2 Decision-making processes and structures 4.3 Related actions and expectations.</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility OECD (2009) Practical Guide to Corporate Governance: Experiences from the Latin American Companies Circle. International Finance Corporation, p. 61-118. https://www.oecd.org/daf/ca/corporategovernanceprinciples/43653645.pdf</p>	<p>Reading quiz 1</p> <p>CONTENT</p> <p>1.- Reidenbanch and Robin (1991). 2.-BSR (2011) Stakeholder Engagement Strategy.</p>
<p>5° September 20th – September 25th</p>	<p>Internal social responsibility: ISR</p> <p>5.1 Employment and employment relationships 5.2 Conditions of work and social protection 5.3 Social dialogue 5.4 Health and safety at work 5.5 Human development and training in the workplace. 5.6 Policies in favor to hire disability persons. Law 29973- 2012.</p> <p>Required reading: (1) ISO 26000 Guidance of Social Responsibility</p>	<p>Classroom activity 4:</p> <p>HR best practices https://empxtrack.com/blog/top-10-hr-best-practices/ https://empxtrack.com/blog/top-10-hr-best-practices/</p>
<p>6° September 27th – October 2nd</p>	<p>Social responsibility toward customers</p> <p>6.1 Fair marketing 6.2 Protecting consumers' health and safety 6.3 Sustainable consumption. 6.4 Consumer service, support, and complaint and dispute resolution. 6.5 Consumer data protection and privacy.</p>	<p>Progress test 1</p> <p>ISO 26000. Organizational governance (Pages 21 to 23) consumer issues (51 to 59), and Labour Practice (33 to 39)</p>

WEEK	CONTENT	ACTIVITY/ EVALUATION
	6.6 Access to essential services. 6.7 Education and awareness. Required reading: ISO 26000 Guidance of Social Responsibility	
7° October 4 th – October 9 th	Social responsibility toward the environment 7.1 Prevention of pollution 7.2 Sustainable resource use 7.3 Climate change mitigation and adaptation 7.4 Protection of the environment, biodiversity and restoration of natural habitats Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 5 Identifying environmental issues in a Peruvian Company
8° October 11 th – October 16 th	MIDTERM EXAMS (Review required readings)	
9° October 18 th – October 23 th	Fair operating practices 8.1 Anti-corruption 8.2 Responsible political involvement 8.3 Fair competition 8.4 Promoting social responsibility in the value chain 8.5 Respect for property rights Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 6 Identifying fair operating practices in a Peruvian Company
10° October 25 th – October 30 th	Community involvement and development 9.1 Community involvement. 9.2 Education and culture 9.3 Employment creation and skills. 9.4 Technology development and access. 9.5 Wealth and income creation. 9.6 Health. 9.7 Social investment. Required reading: ISO 26000 Guidance of Social Responsibility	Classroom activity 7 Analyse community involvement in a Peruvian Company
UNIT 3: CSR MANAGEMENT: IMPLEMENTING AND COMMUNICATING Learning goals: <ul style="list-style-type: none"> • Build CSR plans integrated into business strategy and adapted to the local culture and environment. • Know CSR implementation processes in SMEs and large corporations. • Know the main instruments, initiatives and tools used to measures CSR. • Understand the value of ethical and emphatic behavior in business decisions. 		

WEEK	CONTENT	ACTIVITY/ EVALUATION
<p>11° November 1st – November 6th</p>	<p>Strategy and Society</p> <p>9.1 Identify points of intersection between a company and society. 9.2 Select social issues to address. 9.3 Mount a small number of initiatives that generate large and distinctive benefits for the company and society.</p> <p>Porter and Kramer (2006). Strategy and Society. The link between competitive advantage and corporate social responsibility. Harvard Business Review.</p>	<p>Reading quiz 2:</p> <p>CONTENT</p> <p>Porter and Kramer (2006).</p>
<p>12° November 8th – November 13th</p>	<p>Creating Shared Value.</p> <p>10.1 Reconceiving products and markets. 10.2 Redefining productivity in the value chain. 10.3 Enabling local clusters development. 10.4 CSR and innovation.</p> <p>Porter and Kramer (2011). Creating Shared Value. Harvard Business Review.</p>	<p>Classroom activity 8: Nestlé. https://www.sie.gov.hk/s_haredvalue/2017forum/nestlehk.html</p> <p>IBM https://www.sie.gov.hk/s_haredvalue/2017forum/ibm.html</p> <p>Review of case presentation progress</p>
<p>13° November 15th – November 20th</p>	<p>MEASURING SR: National and international indicators – II</p> <p>10.1 ETHOS – Perú 2021 indicators. 10.2 Global Compact 10.3 Sustainability Development Goals</p> <p>Required reading: ISO 26000 Guidance of Social Responsibility</p>	<p>Progress test N° 2</p>
<p>14° November 22th – November 27th</p>	<p>Case presentation CSR in Perú</p>	<p>Presentations</p>
<p>15° November 29th – December 4th</p>	<p>Case presentation CSR in Perú</p>	<p>Presentations</p>
<p>16° December 6th – December 11th</p>	<p>FINAL EXAMS (Review required readings)</p>	

VII. Bibliography

- ISO 26000. Guidance of Social Responsibility.
- BSR (2011) Stakeholder Engagement Strategy. http://www.bsr.org/reports/BSR_Stakeholder_Engagement_Series.pdf
- OECD (2009) Practical Guide to Corporate Governance: Experiences from the Latin American Companies Circle. International Finance Corporation, p. 61-118 <https://www.oecd.org/daf/ca/corporategovernanceprinciples/43653645.pdf>
- Kloppers, H. & Kloppers, E. (2018) Identifying Commonalities in CSR Definitions: Some Perspectives. In Kiyet Tunka, C & Roshima, S. (Eds.) *Sustainability and Social Responsibility of Accountability Reporting systems* (pp. 229-243). Springer.
- Porter and Kramer (2006). Strategy and Society. The link between competitive advantage and corporate social responsibility. Harvard Business Review.
- Porter and Kramer (2011). Creating Shared Value. Harvard Business Review
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VIII. Professors

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