

**COURSE OUTLINE****1. Information about the program**

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| <b>1.1</b> Higher education institution  | <b>“Alexandru Ioan Cuza” University of Iași</b>          |
| <b>1.2</b> Faculty                       | <b>Faculty of Economics and Business Administration</b>  |
| <b>1.3</b> Departament                   | <b>Management, Marketing and Business Administration</b> |
| <b>1.4</b> Field of study                | <b>Business Administration</b>                           |
| <b>1.5</b> Cycle of study                | <b>Bachelor</b>  |
| <b>1.6</b> Study program / Qualification | <b>Business Administration</b>                           |

**2. Information about the course**

|                                |          |                     |          |   |          |                            |          |
|--------------------------------|----------|---------------------|----------|---|----------|----------------------------|----------|
| <b>2.1</b> Course title        |          |                     |          | <b>Social Corporate Responsibility Management</b> |          |                            |          |
| <b>2.2</b> Course coordinator  |          |                     |          | <b>Marius Alexa, PhD</b>                          |          |                            |          |
| <b>2.3</b> Seminar coordinator |          |                     |          | <b>Marius Alexa, PhD</b>                          |          |                            |          |
| <b>2.4</b> Year of study       | <b>3</b> | <b>2.5</b> Semester | <b>6</b> | <b>2.6</b> Type of evaluation*                    | <b>E</b> | <b>2.7</b> Course status** | <b>C</b> |

\* *MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED*; \*\* *C-compulsory/O-optional/E-elective*

**3. Estimated time allocation (hours per semester and teaching activities)**

|  |           |                                |           |                                |            |
|--|-----------|--------------------------------|-----------|--------------------------------|------------|
| <b>3.1</b> Number of hours per week  | <b>4</b>  | out of which: <b>2</b> course  | <b>2</b>  | <b>2</b> seminar / laboratory  | <b>2</b>   |
| <b>3.4</b> Total number of hours per semester                                | <b>48</b> | out of which: <b>24</b> course | <b>24</b> | <b>28</b> seminar / laboratory | <b>24</b>  |
| Time allocation  |           |                                |           |                                | h          |
| Study based on course book, course materials, bibliography and other         |           |                                |           |                                | <b>36</b>  |
| Supplementary study in the library, on electronic platforms and on the field |           |                                |           |                                | <b>6</b>   |
| Preparing seminars/laboratories, assignments, papers, portfolios and essays  |           |                                |           |                                | <b>10</b>  |
| Tutorship  |           |                                |           |                                | <b>9</b>   |
| Examination  |           |                                |           |                                | <b>8</b>   |
| Other activities .....   |           |                                |           |                                | <b>-</b>   |
| <b>3.7</b> Total hours of individual study                                   |           |                                |           |                                | <b>69</b>  |
| <b>3.8</b> Total hours per semester  |           |                                |           |                                | <b>125</b> |
| <b>3.9</b> Number of credits   |           |                                |           |                                | <b>5</b>   |

**4. Prerequisites (if applicable)**

|                                     |                      |
|-------------------------------------|----------------------|
| <b>4.1</b> Referring to curriculum  | <b>Management</b>    |
| <b>4.2</b> Referring to competences | <b>Not necessary</b> |

**5. Conditions (if applicable)**

|   |  |
|---|--|
| <b>5.1</b> For the course               | On-site: video projector and computer in the classroom |
| <b>5.2</b> For the seminar / laboratory | On-site: video projector and computer in the classroom |

**6. Specific competences accumulated**



|                                  |   |
|----------------------------------|---|
| <b>Professional competencies</b> | C1 – Gathering, processing and analysing information about external environment – firm/organization interaction (3 credits)                   |
| <b>Transversal competencies</b>  | CT1 – Applying the principles, norms and values of professional ethics in their rigorous, efficient and accountable work strategy (2 credits) |

### 7. Course objectives (based on specific competencies accumulated)

|                                |   |
|--------------------------------|---|
| <b>7.1 General objective</b>   | Main objective:<br>To acquire the theoretical and methodological elements of corporate social responsibility.   |
| <b>7.2 Specific objectives</b> | <ol style="list-style-type: none"><li>1. To develop the ability to analyse corporate social responsibility issues.</li><li>2. To develop the specific skills of synthesis, as far as certain issues in corporate social responsibility are concerned.</li><li>3. To develop corporate social responsibility designing programs and implementation skills.</li></ol> |

### 8. Content

| <b>8.1</b> | <b>Course</b>   | <b>Teaching methods</b>  | <b>Observations<br/>(time and bibliography)</b>  |
|------------|---|--|--|
| 1.         | The organization and its responsibilities.<br>The moral status of corporations. Business as a social activity. Defining CSR     | Interactive course, exposure, explanations, heuristic conversation. Case studies, debates, case applications | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 2.         | Corporate citizenship. Stakeholders theory  | Interactive course, exposure, explanations, heuristic conversation. Case studies, debates, case applications | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 3.         | The fundamentals of Corporate social responsibility (CSR) management.<br>Corporate social responsibility: an historical review. | Interactive course, exposure, explanations, heuristic conversation. Case studies, debates, case applications | <i>4 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |



|    |   |   |  |
|----|---|---|--|
| 4. | Corporate social responsibility: theoretical perspectives. Corporate social responsibility in the 21th century. The pillars of CSR. Arguments against and for corporate social responsibility. Limits of CSR. Areas of CSR. | Interactive course, exposure, explanations, heuristic conversation. | <i>4 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 5. | CSR Initiatives Corporate social responsibility as a value-creating activity. The triple P.   | Interactive course, exposure, explanations, heuristic conversation. | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 6. | Organizational culture and CSR. Ethics and CSR. Reporting CSR.  | Interactive course, exposure, explanations, heuristic conversation. | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 7. | Instrumental and Intrinsic form of Corporate social responsibility. Strategic CSR.  | Interactive course, exposure, explanations, heuristic conversation. | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 8. | Implementing CSR. Institutionalism of CSR. Designing CSR Programs.  | Interactive course, exposure, explanations, heuristic conversation. | <i>4 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |
| 9. | Communicating CSR. CSR around the world   | Interactive course, exposure, explanations, heuristic conversation. | <i>2 hours</i><br>Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013 |

**Bibliography****Compulsory reading:**

Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013

**Optional reading:**

Subhabrata Bobby Banerjee, *Corporate social responsibility : the good, the bad and the ugly*, Cheltenham [u.a.] : Elgar, 2007

Timothy Coombs; Sherry J Holladay, *Managing corporate social responsibility : a communication approach*, Malden, MA : Wiley-Blackwell, 2012

David Crowther; Lez Rayman-Bacchus, *Perspectives on corporate social responsibility*, Aldershot, Hants, England ; Burlington, Vt. : Ashgate, 2003

Thomas Donaldson, *Corporations and morality*, Englewood Cliffs, N.J. : Prentice-Hall, 1982

Philip Kotler; Nancy Lee, *Corporate social responsibility : doing the most good for your company and your cause*,



Hoboken, N.J. : Wiley, cop. 2005  
 Chris Mallin, *Corporate social responsibility*, Cheltenham : Edward Elgar, 2009  
 Mark S Schwartz, *Corporate social responsibility: an ethical approach*, Peterborough, Ont : Broadview, 2011  
 Sociaal-Economische Raad, *Corporate social responsibility : a Dutch approach*, SER, Sociaal-Economische Raad; Assen : Van Gorcum, 2001

| 8.2  | Seminar / Laboratory   | Teaching methods  | Observations<br>(time and bibliography)          |
|------|--|---|--|
| 1-5. | Read and prepare to discuss the case study indicated at the previous seminar.<br><br><i>Applications</i> – Sustainable SWOT Analysis.<br><i>Applications</i> – Stakeholders Mapping. Matrix<br><i>Applications</i> – Sustainable impact canvas.<br><i>Applications</i> – Sustainable Business Model Canvas<br><i>Case study</i> – The influence of the organizational culture on corporate social responsibility behaviour .<br><i>Debate</i> – Ethics and CSR .<br><i>Case study</i> – Instrumental form of CSR .<br><i>Applications</i> – Designing CSR programs . | Interactive teaching methods, case study method/Interactive dialogues | 5 x 2 hours<br>(case studies of the course book) |
| 6,7  | Homework (team project)  |   | 18 hours   |

**Bibliography**

**Compulsory reading:**

Fisher, C., Lovell, A., Valero-Silva, N., *Business Ethics and Values*, Pearson Education, fourth edition, SUA, 2009; 2013

Kash Rangan, Lisa A.Chase, and Sohel Karim (2012), *Why Every Company Needs a CSR Strategy and How to Build It?*, Working Paper: 12-088, April 5, 2012, Copyright © 2012 by Kash Rangan, Lisa A. Chase, and Sohel Karim.

**Optional reading:**

Sri Urip, *CSR strategies : corporate social responsibility for a competitive edge in emerging markets*, Hoboken, N.J. : Wiley, 2010

**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

**10. Evaluation**

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 |
|------------------|--------------------------|-------------------------|------|
|------------------|--------------------------|-------------------------|------|



|  |                                   |   | <b>Allocation to the final grade (%)</b> |
|--|-----------------------------------|---|--|
| <b>10.4</b> Course   | Theoretical and applied knowledge | Exam/   | 50%                                      |
| <b>10.5</b> Seminar/ Laboratory  | Applied / practical knowledge     | reading and discussing case studies; homework (team project)/ Interactive dialogues | 50%                                      |
| <b>10.6</b> Minimal performance standard                               |                                   |   |  |
| Obtaining minimum 5 points (out of 10) at the final evaluation (exam). |                                   |   |  |

Course coordinator

**Marius Alexa, PhD**

Date of approval in the department

September, 23, 2022

Seminar coordinator

**Marius Alexa, PhD**

Head of department

Professor **Andrei Neșțian, PhD**