

SUBJECT:	Corporate Social Responsibility in International Business		
HOURS:	30	ECTS:	4

Name/title of the author:	
Course Description:	<p>The corporation has emerged to be seen as the most powerful social and economic institution of a modern society. Technological and economic development has increased the importance of giving social legitimacy to business activity. Furthermore, the changing management reality demands a fresh perspective on developing organizational strategies. This course presents an overview of the field of corporate social responsibility and sustainable development. It defends the idea that having a fair and friendly approach to the business environment, based on mutual trust with economic and non-economic institutions provides the basis for further development of both the business and society. In addition, the course is to highlight the place of CSR in business strategies in Central and Easter Europe comparing to Western part.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>The purpose of this course is to analyse the connection between corporate social responsibility and economic activity from global perspective. Particular emphasis will be placed on barriers and opportunities for CSR in Central and Easter Europe. Students are exposed to the modern management dilemmas based on paradoxes such as: globalization versus local adaptation of business strategy, profitability versus social responsibility.</p>
Entrance qualifications:	Fundamentals of Management & Marketing
Course Content:	<ol style="list-style-type: none"> 1. Introduction to Corporate Social Responsibility 2. Consumption, Satisfaction and Social Change. Environment and Social Challenges of Modern Corporation. 3. The Stakeholder Approach to Corporate Social Responsibility. Social and Ethical Aspects of Global Sourcing 4. The Markets of Developing Countries: Opportunities and Threats. 5. Social Responsibility of Human Resources Management. 6. Corporate Communication and Cause Related Marketing. 7. Values in Business. 8. Ecology and Business. 9. CSR and IT Technology. 10. Societal Acceptance <p>Summary: Corporate Social Responsibility and Competitiveness; Sustainable Development and Business. Cross-Sector Alliances as integral part of CSR.</p>
Assessment policy (examination):	<ol style="list-style-type: none"> 1. Group presentation (25%) 2. Class Preparation, Active Participation (25%) 3. Research paper (50%)
Course materials/bibliography:	<ol style="list-style-type: none"> 1. A renewed EU strategy 2011-14 for Corporate Social Responsibility COM(2011) 681 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0681:FIN:EN:PDF 2. Bazerman M.H., Hoffman A.J., (1999), Sources of environmental destructive behaviour: Individual, organizational and institutional perspectives, Research in Organizational Behaviour, Volume 29, 1999. 3. Cone C. L., Feldman M. A., da Silva A. T., (2003), Causes and Effects, Harvard Business Review, July 2003. 4. Elkington J., (2004), Enter the Triple Bottom Line [in] A.Henriques, J.Richardson (eds), The Triple Bottom Line: Does It All Add Up, Earthscan. 5. Garriga E., Mele D., (2004) Corporate Social Responsibility Theories: Mapping the

Territory Journal of Business Ethics 53.

6. Mackey J., Conscious Capitalism Creating a New Paradigm for Business

<https://e-uczelnia.uek.krakow.pl/course/view.php?id=2817#section-6>

7. Paliwoda-Matiolańska A., (2009), Odpowiedzialność społeczna w procesie zarządzania przedsiębiorstwem, Wyd. C.H. Beck.

8. Paliwoda-Matiolańska A., (2010), Social Responsible Management in Polish Companies, Zagreb International Review of Economics and Business, December.

9. Peloza J., Falkenberg L., (2009), The Role of Collaboration in Achieving Corporate Social Responsibility Objectives, California Management Review, Vol.51 No.3.

10. Porter M., Kramer M., (2002), The Competitive Advantage of Corporate Philanthropy, Harvard Business Review December.

11. Porter M., Kramer M., (2006), Strategy & Society. The Link Between Competitive Advantage and Corporate Social Responsibility., Harvard Business Review, December.

12. Porter M., Kramer M., (2011), Creating Shared Value, Harvard Business Review, January-February.

13. Rangan V. K., Karim S., Sandberg S.K., (1996), Doing Better at Doing Good, Harvard Business Review, May – June.

14. Zadek S., (2004), The Path to Corporate social responsibility, Harvard Business Review, December.

Methods of Instruction:

Lecture, discussion, case study method, text analysis