

Prof. Dr. Jürgen Volkert

Office hours: Monday 13:45-15:15

Alfavierview - Link:

<https://app.alfaview.com/#/join/alfaview-wur/b473e15d-a0a7-4485-a0bb-f563c4820644/f0987c1a-5d10-48df-9afa-d53ddda6297c>

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Corporate Responsibility and Sustainability Management

(ESR6011)

**Syllabus
Winter Term 2020/21**

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| Times & Rooms | Regularly Wednesday 11:30 – 15:15, alfavierview – Link: https://app.alfaview.com/#/join/alfaview-wur/b473e15d-a0a7-4485-a0bb-f563c4820644/f0987c1a-5d10-48df-9afa-d53ddda6297c Blocked sessions for students' presentations: January 13 & 20, 2021, 11:30 – 17:00 for both sessions. Find further details in the schedule (last page) |
| Begin | October 7, 2020 |
| ECTS-Credits | 5 |
| Workload | 150 hours: 45 h contact + 105 h research / assignment & presentations |
| Level | Expert Level |
| Prerequisites | Microeconomics ECO5041, Macroeconomics ECO5042, Global Economic Integration, Module Sustainable Globalization 1, e.g. Sustainable Development ESR 5062 |
| Accessibility | Course is obligatory for 3 rd semester MBA-IM students and open to international guest students on MBA level |

Objectives

By the end of the course, the participants shall be capable of

- understanding the challenges and responsibilities resulting from ethical, notably sustainable development conflicts for business and management
- identifying and analyzing conflicts from different ethical points of views
- solving ethical / sustainability conflicts based on corporate management tools and techniques for CSR decisions and their implementation
- critically analyzing corporate responsibility and sustainability strategies
- acquiring a clear perception of the social impacts, potentials and limitations of companies as a global force in society and sustainability governance

Contents

- Sustainable Development: concept, major challenges, government policy and the role of companies
- Foundations of Corporate (Social) Responsibility C(S)R
- Values and business ethics: corporate challenges and opportunities
- Corporate tools and techniques: implementing ethics and sustainability management
- Potentials, Challenges and limitations of CSR
- Responsible and sustainable business strategies: How companies and industries are responding to the sustainability challenge: students' presentation of selected case studies
- Discussion: Corporate Responsibility and Ethics Management: Potentials and Limitations

Basic Literature

Crane, Andrew / Matten, Dirk: Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, Oxford (Oxford University Press)
Sandel, Michael: Justice: What's the right thing to do?, London (Penguin).

Course Organization

The course combines highly interactive lectures with seminar-style presentations and a final discussion

- During the first weeks of the semester until November 25, we will work intensively in the class on foundational inputs and in-class case discussions. This part follows primarily a highly interactive lecture-style approach. Based on the recommended readings and preparation of case studies, continuing active class participation throughout the term is expected.
- The second element is a guest talk of our series "Business ethics: practitioners' experiences". This year, we are very glad to feature James Dymond (SAP: Investor Relations Manager) who will discuss current issues of Socially Responsible Investment.
- The third part of the course consists of an assignment including an academic paper, presentation and discussion: Students work in teams of four team members to learn, analyze and understand how the challenges of "corporate responsibility and sustainability management" are addressed in real-world settings. Each team of four participants prepares an academic paper of 20 pages (5 pages per student, single-spaced, margins 2.5 cm on the top, bottom and left, 3.5 cm on the right side of a page). Presentations of each team will take 30 minutes (7.5 minutes per student). We then have time for discussion. Introduction and assignment of topics will take place on Oct 5 (first session). **Deadline for delivery of the papers by e-Mail to juergen.volkert@hs-pforzheim.de is Tuesday, January 5, 2021. Presentations have to be submitted by e-Mail until Monday, January 11, 2021.**

Grading

- Paper (executive summary) (30 %)
- Presentation and activity in class discussions (15 %)
- Oral exam (55%)

| Goal | Learning Objectives | Course Contributions to Goal | Assessment |
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| 1 Responsible leadership in organizational contexts | 1.1 Knowledge of leadership concepts and principles 1.2 Application of leadership concepts and principles 1.3 Critical reflection of leadership concepts and principles | Understanding and critical reflection of ethics and sustainability Management as a leadership issue | Case discussions in class, discussions of presentations and oral exam |
| 2 Creative problem solving skills in a complex business environment | 2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems 2.3 Ability to derive creative solutions 2.4 Ability to present and explain problems and solutions | Analysis and Assessment of the challenges of ethical conflicts, social and environmental sustainability and of appropriate strategies of government, companies and stakeholder groups. | Interactive analysis of developments and challenges in class; in-depth analysis, presentation and discussion of selected cases, including a written academic assignment. Oral exam. |
| 3 Research Skills | 3.1 Knowledge of relevant research methods 3.2 Application of relevant research methods 3.3 Ability to generate innovative results with relevant research methods | - | - |
| 4 Management of Innovation | 4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies | Understanding of the importance of innovation and technological progress as a key element of sustainability strategies (efficient use of resources & social innovations) for which the ability to implement new solutions play a vital role. | Contributions to class discussion |
| 5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities | 5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies | Knowledge and understanding of ethical foundations related to resulting potentials and conflicts of sustainable development in a global context. Awareness of responsibility of government as well as of companies and management. Students understand the inter-generational and intra-generational dimensions of sustainable development. Students know and are able to evaluate government policy options for sustainable development and their implications for business. Analysis of global value conflicts, conceptualization and discussion of effective solutions and strategies of diverse actors. | Interactive discussion, Executive summary, presentation and discussion of specific cases. Interactive discussion on global sustainability challenges and strategies and presentation and discussion of selected topics by students, oral exam. |

Schedule

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| <p>Wed, Oct 7 11:30 – 13:00</p> | <p>Course Overview and Organizational Introduction</p> <p>Introduction and Foundations of Corporate (Social) Responsibility C(S)R <i>Crane/Matten chapters 1 & 2.</i></p> |
| <p>Wed, Oct 14 11:30 – 15:15</p> | <p>Introduction and Foundations of Corporate (Social) Responsibility C(S)R <i>Crane/Matten chapters 1 & 2.</i></p> |
| <p>Wed, Oct 21 11:30 – 15:15</p> | <p>Corporate tools and techniques: implementing ethics and sustainability management (1: Leadership, codes of ethics & codes of conduct) <i>Crane/Matten: 219-226</i></p> <p>Values and business ethics: corporate challenges and opportunities <i>Crane/Matten: 92-114. Sandel: 34-44.</i> <i>Case: Ford</i></p> |
| <p>Wed, Oct 28 11:30 – 15:15</p> | <p>Corporate tools and techniques: implementing ethics and sustainability management (2: Corporate Organizational Tools) <i>Crane/Matten: 219-226</i></p> <p>Values and business ethics: corporate challenges and opportunities <i>Crane/Matten: 92-114. Sandel: 103-124.</i> <i>Case: Vedanta Bauxit Mining</i></p> |
| <p>Wed, Nov 4 11:30 – 15:15</p> | <p>Values and business ethics: corporate challenges and opportunities <i>Crane/Matten: 92-114. Sandel: 149-166</i> <i>Case: Vedanta Bauxit Mining and/or Shell Nigeria</i></p> |
| <p>Wed. Nov 11 11:30 – 15:15</p> | <p>Corporate tools and techniques: implementing ethics and sustainability management <i>Crane/Matten: 219-226</i> <i>Case: Fighting Corruption at Siemens (I)</i></p> |
| <p>Wed, Nov 18 11:30 – 13:00</p> | <p>Corporate tools and techniques: implementing ethics and sustainability management (3: Organizational Culture) <i>Crane/Matten: 219-226</i> <i>Case: Fighting Corruption at Siemens (II)</i></p> |
| <p>Wed, Nov 25 11:30 – 15:15</p> | <p>Corporate tools and techniques: implementing ethics and sustainability management (4: Assessing & Communicating ethical & SD performance) <i>Crane/Matten: 219-226</i> <i>Case: Stakeholder Management: the PUMA Matamoros Case</i></p> |
| <p>Wed, Dec 9, 13:45 – 15:15</p> | <p>Practitioners in Business Ethics: James Dymond (SAP) – guest talk: Socially Responsible Investment (working title)</p> |
| <p>Wed, December 16</p> | <p>Corporate Responsibility and Sustainability Management: potentials, challenges and limitations <i>Diverse cases and insights</i></p> |
| <p>Tue, January 5 Mon, January 11</p> | <p>Deadline for paper submits via e-Mail Deadline for presentation submits via e-Mail</p> |
| <p>Wed, January 13 11:30 – 17:00 Wed, January 20 11:30 – 17:00</p> | <p>Students' Presentations</p> |
| <p>Thu, January 28 10:30 – 18:00 tbc.</p> | <p>Oral Exams</p> |

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| Fri January 29 10:30 – 18:00 tbc. | |
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Core Issues for Students' Group Case Studies

Executive Summaries and Presentations in Corporate Responsibility and
Sustainability Management

To be introduced and explained in the first session on Oct 7, 2020