HS PF

Corporate Responsibility and Sustainability Management (CRSM)
ESR6011

Syllabus

Winter Term 2022-23

Time:	Planned as in-person course on Wednesdays:		11:30 – 15:15
	Presentation sessions:	January 11, 2023:	11:30 – 15:15
		January 18, 2023:	11:30 – 15:15
	Oral exams:	February 06&07, 2023, schedule t.b.a.	

Rooms and Virtual Office:

Room for the lectures: W.4.2.02

Office: W.4.1.01

Online – alfaview-link: https://app.alfaview.com/#/join/alfaview-wur/b473e15d-a0a7-4485-a0bb-f563c4820644/7cdcfd7f-b43f-4f5a-b3bd-591a2d56507c

Begin: October 12, 2022

ECTS-Credits: 5

Level: Expert Level

Prerequisites: Foundations in Economics, Management & Sustainable Development

Accessibility: Course is obligatory for 3rd semester MBA-IM students and open to international guest students on MBA level

Learning Objectives:

By the end of the course, the participants will 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

Course contributions to the MBA program goals / learning outcomes

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 **Responsible leadership in organizational contexts**	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts	Analysis and Discussion of the role of leadership with respect to corporate responsibility challenges and the successful implementation of ethics and sustainability management tools	Discussion within classes, Term Paper, Presentation and Discussion of Term Paper / 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 (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Students learn to identify ethical conflicts and their specific nature. Critical analysis of conflict causes and related CSR strategies to address the resulting problems Presentation and discussion of the term paper.	Discussion within classes, Term Paper, Presentation and Discussion of Term Paper. Oral exam.
3 **Research Skills**	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Based upon academic literature research, students have to prepare a term paper / case study and a presentation in teams of 4 students.	Discussion within classes, Term Paper, Presentation and Discussion of Term Paper and Case Study Work
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	Depending on their selected topics students learn how companies get into ethics and sustainability problems and the ways how these can be assessed with professional ethics and sustainability management tools.	
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	Understanding of corporate effects on sustainability as well as related societal impacts and challenges. Ability to analyze ethical and management drivers of corporate responsibility and sustainability issues. Competence to design CSR strategies and implement these based on a professional set of ethics and sustainability management tools. Presentation and discussion with a Senior Manager.	Discussion within classes, Term Paper, Presentation and Discussion of Term Paper / Oral Exam

Basic outline and organization:

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

During the first weeks from October 12 until November 30, we will work intensively in 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 in our series "Business ethics: practitioners' experiences". We are very glad to feature Nathaly Sandoval, Global Category Expert, Bosch Global Business Services. Nathaly will discuss the issue "Supply Chain as a Game-Changer in the CO_2 Reduction: A purchasing view" on December 7, 2022.

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, Times New Roman, Font Size 12, single-spaced, 2.5 cm margins on the left and right side, 2 cm at the top and at the bottom). Presentations of each team will take 30 minutes (7.5 minutes per student). Afterwards, we 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 **Wednesday**, **January 4, 2023. Presentations** have **to be submitted by e-Mail until Monday, January 9, 2023**.

Grading:

Attendance in the introductory sessions and in the presentations of your fellow students is mandatory. Preparation and active participation are expected.

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

Please note that it is not possible to pass if the written term paper does not achieve a sufficient grade (4.0).

Main course topics:

- 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

Presentation topics

To be specified in the first session.

Course Materials (most recent editions):

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).

Availability of the lecturer and teaching philosophy:

As the topics are decisive for society and corporations we will aim at an interactive course and understanding. Therefore, do not hesitate to contact me if you have any questions or problems. The longer you hesitate the fewer options I will have to guide you.

Professor Dr. Jürgen Volkert
Colloquium: t. b. a. in the virtual office
Email: juergen.volkert@hs-pforzheim.de

Session 1 **Wednesday,** **October 12** **11:30 - 15:15**	**Introduction and Foundations of Corporate (Social) Responsibility C(S)R** *Crane/Matten chapters 1 & 2.*
Wednesday, **October 19** **11:30 - 15:15**	**Corporate tools and techniques: implementing ethics and sustainability management (1: Leadership, codes of ethics & codes of conduct)** *Crane/Matten: 219-226* **Values and business ethics: corporate challenges and opportunities** *Crane/Matten: 92-114. Sandel: 34-44.* *Case: Ford*
Wednesday, **October 26** **11:30 - 15:15**	**Corporate tools and techniques: implementing ethics and sustainability management (2: Corporate Organizational Tools)** *Crane/Matten: 219-226* **Values and business ethics: corporate challenges and opportunities** *Crane/Matten: 92-114. Sandel: 103-124.* *Case: Vedanta Bauxit Mining*
Wednesday, **November 2** **11:30 - 15:15**	**Values and business ethics: corporate challenges and opportunities** *Crane/Matten: 92-114. Sandel: 149-166* *Case: Vedanta Bauxit Mining and/or Shell Nigeria*
Wednesday, **November 9** **11:30 - 15:15**	**Corporate tools and techniques: implementing ethics and sustainability management (3: Organizational Culture)** *Crane/Matten: 219-226* *Case I: Fighting Corruption at Siemens (I) or VW emission scandal or Boeing 737 MAX crashes*
Wednesday, **November 16** **11:30 - 15:15**	*Case II: Fighting Corruption at Siemens (II) or VW emission scandal or Boeing 737 MAX crashes*
Wednesday, **November 23** **11:30 - 15:15**	**Corporate tools and techniques: implementing ethics and sustainability management (4: Assessing & Communicating ethical & SD performance)** *Crane/Matten: 219-226* *Case: Stakeholder Management: the PUMA Matamoros Case*
Wednesday, **November 30** **11:30 – 15:15**	***Corporate Responsibility and Sustainability Management: challenges and limitations*** *Diverse cases*
Wednesday, **December 7,** **13:45 – 15:15**	**Business ethics: practitioners' experiences** featuring**: Nathaly Sandoval**, Global Category Expert, Bosch Global Business Services: "**Supply Chain as a Game-Changer in the CO2 Reduction: A purchasing view**"
Thu, January 2 **Tue, January 7**	**Deadline: paper & presentation submissions via e-Mail** **Deadline: submission of paper & presentation print-outs (post box 92)**
Wed, January 11 **Wed, January 18**	**Students'** **presentations**
Mon, February 6 **Tue, February 7**	**Oral Exams**