

Syllabus
ESR6011 Corporate Responsibility and Sustainability Management
Prof. Dr. Jürgen Volkert
Winter Semester 2023/24

Level	Master	
Credits	5	
Student Contact Hours	48	
Workload	150	
Prerequisites	Foundations in Economics, Management & Sustainable Development	
Time	Wednesday, 11:30 – 15:15	
Room	W.4.2.02	
Start Date	October 11, 2023	
Lecturer	Name	Prof. Dr. Jürgen Volkert
	Office	W4.1.01
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/1329260b-71b0-47ec-8912-122c0da12891/319ee81b-0bf8-4afc-a8ae-5bcd8dd78717
	Office Hours	Monday, 13:45 – 15:15
	Phone	07231-286286
	Email	Juergen.volkert@hs-pforzheim.de

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 Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Term Paper	Presentation	Oral Exam
			30%	15%	55%
			Collective	Collective	Individual
1 Responsible Leadership in Organizational Contexts					
1.1	... to know and explain important leadership principles.	...to understand how Corporate Responsibility is motivated and able to foster economic but also other dimensions of sustainable development as part of a strategic management	x	x	x
1.2	... to apply leadership concepts to an organizational context or a specific case.	...to apply ethical sustainability theories and strategic ethics management concepts to analyse real corporate cases and contexts.	x	x	x
1.3	... to critically reflect on leadership concepts in a certain organizational context or in a specific case.	...to know and reflect the challenges and limitations Corporate Social Responsibility is confronted with, notably as self-interested, utility maximizing corporate economic and business strategies are based on values different from those of sustainable development	x	x	x
1.4	... to act responsibly from a scientific self-understanding and to act professionally.	...to establish an informed, sound, and differentiated mindset and self-understanding based on discussions with others and own critical reflections that enable them to acquire a responsible professional self-image.	x	x	x
2 Creative Problem Solving Skills in a Complex Business Environment					
2.1	... to identify & classify problems.	...to identify ethics and sustainability challenges in corporate real-world cases	x	x	x
2.2	... to analyze problems.	...to analyse ethics and sustainability challenges in corporate regarding their underlying ethical conflicts	x	x	x
2.3	... to creatively solve problems.	...to develop creative solutions to complex problems of corporate real-world cases based on ethics and sustainability management strategies and tools.	x	x	x
2.4	... to explain problems and their solutions in a comprehensive manner.	...to understand and be able to use strategic and ethical stakeholder management in order to communicate solutions in the field of corporate sustainability in contexts of risk management and strategy development-.	x	x	x
3 Applied research skills					
4 Innovation management and management of digital transformation					
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities					
5.1	... to have a sound basic knowledge of sustainability issues.	...to understand corporate effects on sustainability as well as related societal impacts and challenges	x	x	x
5.2	... to identify and analyze sustainability issues and their causes.	...to analyse ethical and management drivers of corporate responsibility and sustainability management issues.	x	x	x
5.3	... to develop sustainability strategies.	...to design CSR strategies and implement these based on a professional set of ethics and sustainability management tools.	x	x	x

Basic outline and organization:

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

During the first weeks from October 11 until December 13, 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 our alumna Sonali Datir (SAP). Sonali will discuss the topic “Digital Climate Mitigation at SAP” [Working Title; Topic t. b. a., date to be coordinated]

The third part of the course consists of an assignment including an academic paper, presentation and discussion: Students work in teams of 4-5 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 4-5 participants prepares an academic paper of 20-25 pages (5 pages per student, Times New Roman, Font Size 12, single-spaced, 2.5 cm margin on the left and 3 cm margin on the right side, 2 cm at the top and at the bottom). Presentations of each team will take 30-38 minutes (7.5 minutes per student). Afterwards, we have time for discussion. Introduction and assignment of topics will take place on Oct 11 (first session). **Deadline for delivery** of the papers **by e-Mail** to juergen.volkert@hs-pforzheim.de is **Wednesday, January 3, 2024**. **Presentations have to be submitted by e-Mail until Monday, January 8, 2024.**

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

Schedule

Session 1 Wednesday, October 11 11:30 - 15:15	Introduction and Foundations of Corporate (Social) Responsibility C(S)R <i>Crane/Matten chapters 1 & 2.</i> <i>Case: Bayer CropScience Child Labor case</i>
Wednesday, October 18 13:45 - 15:15	Corporate tools and techniques: implementing ethics and sustainability management (1: Leadership, codes of ethics & codes of conduct) <i>Crane/Matten: 219-226</i>
Wednesday, October 25 13:45 - 15:15	Values and business ethics: corporate challenges and opportunities <i>Crane/Matten: 92-114. Sandel: 34-44.</i> <i>Case: Product Safety in automotive industry</i>
Wednesday, November 1 German Holiday!	No session today!
Wednesday, November 8 11:30 - 15:15	Corporate tools and techniques: implementing ethics and sustainability management (2: Corporate Organizational Tools) <i>Crane/Matten: 219-226</i> 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>
Wednesday, November 15 11:30 - 15:15	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>
Wednesday, November 22 11:30 - 15:15	Corporate tools and techniques: implementing ethics and sustainability management (3: Organizational Culture) <i>Crane/Matten: 219-226</i> <i>Case I: Fighting Corruption at Siemens (I) or VW emission scandal or Boeing 737 MAX crashes</i>
Wednesday, November 29 11:30 - 15:15	<i>Case II: Fighting Corruption at Siemens (II) or VW emission scandal or Boeing 737 MAX crashes</i>

Wednesday, December 6 11:30 – 15:15	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>
Wednesday, December 13, 13:45 – 15:15	<i>Corporate Responsibility and Sustainability Management: challenges and limitations</i> <i>Diverse cases</i>
Thu, January 3 Tue, January 8	Deadline: paper & presentation submissions via e-Mail Deadline: submission of paper & presentation print-outs (post box 92)
Wed, January 10 Wed, January 17	Students' Presentations
Mon, February 5 Tue, February 6 2024	Oral Exams