



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-751DE	Corporate Social Responsibility	6
Prerequisites	Department	Semester
MBAN-650DE	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Concentration	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Marlen Demetriou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The course emphasizes the need for a new strategic decision making approach within a firm based on Corporate Social Responsibility and Business Ethics. Theoretical Advances in stakeholder theory, corporate citizenship, public affairs management, corporate governance, business partnerships and corporate philanthropy Topics like Cause Related Marketing, Green Marketing, are also covered in this course.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explain the need for an enlightened Marketing Strategy.
2. Analyse the role of the business as part of an interactive system and the role of a manager to adopt dynamic forces in order to build a successful business–society relationship. To describe a company’s market and non-market stakeholders.
3. Identify a company’s market and non-market stakeholders and to be able to use competitive intelligence which can benefit the business and the society.
4. Analyse the concept of Corporate Social Responsibility and to be able to argue for or against the argument that a business has an obligation to all its stakeholders.
5. Analyse the concept of “Corporate Citizenship” and to identify where a business stands in its corporate citizenship development.
6. Explain why businesses should act ethically, to know the code of ethical conduct as well as the stages of moral reasoning. To be in a position to promote an ethical environment in his/her workplace.

7. Analyse the new pressures on scarce resources and the concepts of sustainable development and green Marketing. To also analyse the role of Marketing to the earth's ecosystem.
8. Recognize the rights of a company's stockholders, in alliance with the rights of the company's employees, customers and all its non-market stakeholders. Must be in a position to understand the need for a business to act proactively in securing all its stakeholders' rights in order to avoid government intervention.
9. Prepare a 5,000-6,000 word project on the Strategic Marketing Plan of a Socially Responsible company. To criticize and/ or propose an alternative course of action in order to further enlighten the company's marketing strategy.

“Details on the contribution of the course's learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content:

BUSINESS, SOCIETY, AND STAKEHOLDERS

1. The Business and Society Relationship.
2. Corporate Citizenship: Social Responsibility, Performance and Sustainability.
3. The Stakeholder Approach to Business, Society, and Ethics

Part II: BUSINESS ETHICS AND MANAGEMENT.

4. Business Ethics Fundamentals.
5. Personal and Organizational Ethics
6. Business Ethics and Technology.
7. Ethical Issues in the Global Arena.:

EXTERNAL STAKEHOLDER ISSUES.

8. Business, Government, and Regulation.
- 9.. Business Influence on Government and Public Policy
10. Consumer Stakeholders: Information Issues and Responses.
11. Consumer Stakeholders: Product and Service Issues
12. Sustainability and the Natural Environment.
13. Business and Community Stakeholders.

INTERNAL STAKEHOLDER ISSUES.

14. Employee Stakeholders and Workplace Issues.
15. Employee Stakeholders: Privacy, Safety, and Health.

Learning Activities and Teaching Methods:

Lectures, Discussions, Projects.

Assessment Methods:

Project, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business and Society: Ethics, Sustainability, and Stakeholder Management	Carroll A. & Buchholtz A.	Cengage Learning	2016 9 th Edition	9781285734293

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business Ethics Managing Corporate Citizenship and Sustainability in the Age of Globalization	Crane A. & Matten D.	Cengage Learning	2015	978-0-19- 969731-1