



Module Title		Corporate Social Responsibility	
Code	MCCf343		
Degree Programme	Master of Science – Circular Innovation and Sustainability		
ECTS Credits	3		
Workload	90 hours		
Module Coordinator	Name: Prof. Dr. David Risi Phone: +41 (0) 31 848 41 20 Email: David.risi@bfh.ch Address: BFH – Institut Innovation and Entrepreneurship Brückenstrasse 73, 3005 Bern		
Lecturers	<ul style="list-style-type: none"> • Prof. Dr. René Reinald Schmidpeter; Business School 		
Entry Requirements	Prerequisite: <ul style="list-style-type: none"> • MCCf013 Introduction to circular economy • MCCf046 Bridging Economics and Management 		
Learning Outcomes and Competences	<p>Professional competence: Students</p> <ul style="list-style-type: none"> • are sensitized to socially, environmentally, and morally relevant situations in the business context; • get an overview of the most important ethical and business ethics theories and apply them to concrete situations via CSR management; • know different approaches and how to implement business ethical approaches; • systematically develop their analytical thinking skills. <p>Methodological competence: Students</p> <ul style="list-style-type: none"> • improve their competence in dealing with abstract content; • improve their competence to interpret texts more adequately; • improve their competence to lead an argumentative discussion. <p>Social competence: Students</p> <ul style="list-style-type: none"> • recognize that ethics, business ethics and CSR concern us all; • learn to understand the equality of people as an essential ethical category in CSR management; • understand companies as socially embedded, with diverse social, environmental, and moral obligations and responsibilities. <p>Self-competence: Students</p> <ul style="list-style-type: none"> • get a consciousness that human knowledge is subject to errors again and again; • improve their moral competence and intelligence. 		

	<p>Outcome:</p> <p>After completing the course, students can better argue their business decisions to third parties and answer to the public. They are aware that business ethics and CSR can serve as a risk management tool and an entrepreneurial opportunity (e.g., innovation of products and organization). They understand how social, environmental, and ethical aspects are relevant both for a successful business strategy and can serve as a basis for entrepreneurial innovation and start-ups (social business).</p>
Module Content	<p>Child labour in the textile industry, the oil spill in the Gulf of Mexico, and the debate on fair management wages regularly shake up the public and put ethical corporate responsibility at the centre of attention. Against this background, companies are increasingly incorporating environmental, social, and ethical aspects into their business practices. Ethical management concepts such as Corporate Social Responsibility (CSR) have become widely accepted as best practice. CSR stands for integrating social, ecological, and ethical concerns into business practice in connection with stakeholders.</p> <p>In this module, participants should assess the possibilities and limits of applied business ethics and CSR in companies, learn about the essential approaches to ethics, and apply them to various problems, dilemmas, and risks that arise in everyday business. In addition, they will learn how ethics is related to the other dimensions of the ethical responsibility of companies. After completing the module, they will be better able to argue their business decisions to third parties and be accountable to the public.</p>
Teaching / Learning Methods	<p>FLIPPED CLASS-ROOM:</p> <p>All relevant material/films/podcasts provided must be actively reflected before the class. Please also take your notes and always be prepared before coming into class. In the classroom, the entire focus will be on interactive reflection, discussion, and group works.</p> <p>Project-based learning:</p> <p>Students write a case study in which a CSR relevant case of their choice is analysed using one of the ethical or business ethics theories learned. The case should be as current as possible, but plausibly justified exceptions can be made.</p>
Assessment of Learning Outcome	Written assignment (100%)
Conditions of assessment repetition	<p>In case of failure, students can either:</p> <ul style="list-style-type: none"> • Repeat the proof of competence at the next re-examination period (as defined in the “Assessment of Learning Outcome”). • Retake the full module next time it is offered. <p>NB: in MSc CIS, failed modules can only be repeated once!</p>
Format	<p>FLIPPED CLASSROOM: A combination of self-study and on-site classes. (For further information, please see “Teaching / Learning Methods” and/or the course programme on Moodle.)</p>
Attendance & Compulsory session	Presence is recommended
Timing of the module	Spring Semester
Venue	On-site
Location	Bern

Bibliography	<ul style="list-style-type: none"> • Schüz, M. (2019). <i>Applied business ethics: Foundations for study and daily practice</i>. New Jersey: World Scientific Publishing • Wickert, C. W., & Risi, D. (2019). <i>Corporate social responsibility (Elements in Business Strategy)</i>. Cambridge: Cambridge University Press. DOI: 10.1017/9781108775298
Language	English
Links to other modules	<ul style="list-style-type: none"> • MCCf233 Social entrepreneurship • MCCf313 Society and Technology
Last Update	May 2023