Module title	3.4 Corporate social responsibility
Workload (ECTS)	3 ECTS
Module coordinator	Dr. David Risi
Contributing lecturers	• Prof. Dr. André Zdunek • Barbara Marti
Entry requirements	Builds on: • 0.1 Introduction to circular economy • 0.4 Bridging Economics and Management
Description	Child labor 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 center 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. 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.
Learning outcomes and competences	**Professional competence:** Students • 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. **Methodological competence:** Students • improve their competence in dealing with abstract content. • improve their competence to interpret texts more adequately. • improve their competence to lead an argumentative discussion. **Social competence:** Students • 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.

	Self-competence: Students • get a consciousness that human knowledge is subject to errors again and again. • improve their moral competence and intelligence. **Outcome:** 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).
Assessment of learning outcomes	• Written assignment
Didactic approach	• Contact teaching • Individual and group coaching • Individual and group exercises • Learning videos • Self-study
Project-based learning	Students write a case study in which a CSR relevant case of their choice is analyzed 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.
Links to other modules	• 2.3 Social entrepreneurship • 3.1 Society and technology
Bibliography	Schüz, M. (2019). Applied business ethics: Foundations for study and daily practice. New Jersey: World Scientific Publishing Wickert, C. W., & Risi, D. (2019). Corporate social responsibility (Elements in Business Strategy). Cambridge: Cambridge University Press. DOI: 10.1017/9781108775298
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