Module	**Corporate Social Responsibility, Quality Management and Traceability**
Code	MSLS_AF-13
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 65 h; Self-study 85 h
Module Coordinator	**Name** Dr. Evelyn Markoni **Phone** +41 31 910 22 37 **Email** evelyn.markoni@bfh.ch **Address** Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Länggasse 85, 3052 Zollikofen
Lecturers	• Dr. Franziska Götze • Isabel Häberli • Dr. Christine Jurt • Dr. Deane Harder • Dr. Filippo Lechthaler • Dr. Evelyn Markoni • Guest lecturers: Sustainability Specialists and Corporate Social Responsibility Managers, Sustainable Startups
Entry Requirements	No entry requirements.
Learning Outcomes and Competences	After completing the module students will be able to: • reflect upon the importance of Corporate Social Responsibility (CSR) for local, national and global value chains and recommend tools and methods to promote and control CSR in the fields of agronomy, food and forestry; • reflect upon the role of corporations in contributing to a sustainable development and to understand the relationship between business and society; • understand the concept of Sustainable Entrepreneurship and Innovation; • manage and improve existing processes and design new ones • integrate aspects of CSR in supply chains and processes • implement Quality Management (QM) models and systems in agriculture, food and forest industries and assure traceability and quality; • recommend different certification and labeling tools adapted to specific contexts.
Module Content	Starting with a short introduction to value chains and their relation to the module, the key contents of the module are based on: • societal transformation (e.g. caused by new technologies, changes in a political system) and subsequent challenges for the principles of CSR; • the relationship between CSR and Business Ethics, Corporate Citizenship, Corporate Governance and Sustainability Management; • Sustainable Entrepreneurship and Innovation; • Sustainability reporting in the fields of agronomy, food and forestry; • Quality Management Systems, norms and quality standards; • methods and techniques of quality control and traceability; • controlling and monitoring tools in CSR and QM. This requires having a closer look at relevant legislation, labels, standards, initiatives and certifications as well as their management by companies: • organic and fair trade labels and environmental and social standards (e.g. ISO 14000, AA1000, SA8000, ISO 26000); • business and policy initiatives (e.g. BSCI, Global Compact);

	• Global Reporting Initiative (GRI) standards for sustainability reports; • quality standards in agriculture, food and forestry (e.g. EurepGAP / SwissGAP). In this context, students will get an overview of the involved interest groups and organizations (e.g. certification bodies, customer companies, Non-Governmental Organizations etc.). The theoretical content of the module will be applied to a comparative case study on CSR and QM along different value chains in the fields of agronomy, food and forestry. Students systematically analyze cases comparing companies within the same industry and present their results.
Teaching / Learning Methods	• Inputs by lecturers and guest lecturers • "Sustainability Walk" in Bern • Exercises and case studies • Innovative methods, like Design Thinking, for developing new ideas on how e.g. environmental issues could be addressed by companies • Use of media to motivate discussion • Group work and self-study • Presentations by students
Assessment of Learning Outcome	1) Presentation of a comparative case study (written report, oral presentation, leading of a discussion) (70%) 2) Written exam (open book) (30%)
Bibliography	Blowfield M, Murray A, 2019. Corporate social responsibility. Oxford University Press, Oxford. 432 p. Crane A, et al. (eds.), 2013. Corporate Social Responsibility: Readings and Cases in a Global Context (2nd edition). Routledge, London. 616 p. Hammoudi, A, et al. (eds.), 2015. Food Safety, Market Organization, Trade and Development. Springer, Cham. 254 p. (selected chapters). Heras-Saizarbitoria, I. (ed.), 2018. ISO 9001, ISO 14001, and New Management Standards. Springer, Cham. 214 p. Visser W, 2014. CSR 2.0. Transforming Corporate Sustainability and Responsibility. Springer-Verlag, Berlin, Heidelberg. 89 p. Further Papers will be published on moodle.
Language	English
Comments	All necessary reading materials (copies or PDF) will be handed out during the course and be made available on Moodle. The following sequences are compulsory for students: Guest lectures and exercises. For details on compulsory sequences, please refer to the detailed schedule of the module, which will be uploaded on Moodle four weeks before the start of the module.
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