

# **Corporate Social Responsibility Economics and Catholic Social Teaching backgrounds**

Degree | Master

Course Type | Lecture/Tutorial

Contact Hours | 4 hours per day | 16 hours per week

Language | English

## **Previous Knowledge/Prerequisites**

No previous knowledge is required

## **Learning Outcomes**

Students acquire the most important theoretical and practical approach of Corporate Social Responsibility – CSR. Students will have a general idea about the historical, legal, economic background of this model and the results of practical implementation of it. Students can shape their own opinion in the discussion on the legitimacy of CSR, getting knowledge about the teaching of Catholic Church concerning this model and the role of economy.

## **Module Content**

### ***1<sup>st</sup> day (4 lectures), lecturer: Katona, K.***

Theoretical background. Historical survey on the changing concept of CSR.

Different characters and complex approach of CSR according to the following aspects:

Principles, Responsibilities, Reasons/ origins, Economic traditions, Official definitions.

Arguments and counterarguments on the legitimacy of CSR

Catholic social teaching on the role of economy and CSR. The contribution of CST to the debate on legitimacy of CSR.

### **2nd day (4 lectures), lecturer: Linnell, N.**

Building a Community: CSR and CST. Lecture and group exercises

The evolution of CSR in corporations.

CSR, CST, the environment and sustainable development.

How big a deal is CSR? Global survey and public versus private companies.

How authentic is CSR? The role of CST in building an authentic CSR program.

### **3rd day (4 lectures), lecturer: Linnell, N.**

The crucial role of the Board and Strategy in CSR.

Does CSR provide a long-term sustainable competitive advantage? Is that the right question?

Case studies and group exercises.

Building an ethical culture.

Love Leadership and Authentic Leadership. Love of neighbor in the business world.

### **4th day (4 lectures), lecturer: Linnell, N.**

Case studies in Finance and Banking and rent-seeking forms of wealth creation. Wells Fargo Bank, a case study.

Pope Francis as a Business and CSR Coach. Business as a noble vocation

Innovation and the Good Entrepreneur

Group exercises.

Group presentations on Authentic CSR, Community, Love of Neighbor and the Good entrepreneur

## **Exam**

**Teaching Methods**

Lecture (45 minutes) and Tutorial (15 minutes)

**Grading**

Exam (60 minutes)

**Assessment criteria in detail**

Written exam at the end of the module

**Average Workload**

12h (16\*45minutes) = Time of attendance lecture

4h (16\*15minutes) = Time of attendance tutorial

4,5h (6\*45minutes) = Preparation

1h = Exam

22,5h = Total workload

**Readings**

Gond, J.P.- Moon, J. : Corporate Social responsibility in Retrospect and Prospect: Exploring the Life-Cycle of an Essentially Contested Concept, ICCSR Research Paper Series, No 59-2011

Zamagni, Stefano: Reciprocity, Civil economy, Common good, University of Bologna

SCHLAG, M. (2017). The Business Francis Means: Understanding the Pope's Message on the Economy. Washington, DC: Catholic University of America Press. Part I.

SCHLAG, M. (2017). The Business Francis Means: Understanding the Pope's Message on the Economy. Washington, DC: Catholic University of America Press. Part III.

**Literature**

Andrew Crane, Abigail McWilliams, Dirk Matten, Jeremy Moon, and Donald S. Siegel: The Oxford Handbook of Corporate Social Responsibility, Oxford University Press, 2008

Zamagni, Stefano; Bruni, Luigino (2007). Civil economy: efficiency, equity, public happiness (frontiers of business ethics). Oxford Bern: Peter Lang. ISBN 97830391089