wir831 - Corporate Social Responsibility

Module label: Corporate Social Responsibility
Module code: wir831
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Informatics > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management > Basic and Accentuation Modules

Contact person
- Module responsibility: Jörn Hoppmann
- Authorized examiners: Die im Modul Lehrenden

Entry requirements

Skills to be acquired in this module
- know and understand basic concepts, instruments and theories in the context of corporate social responsibility and corporate sustainability
- be able to apply conceptual frameworks to analyze and critically question the sustainability of companies
- develop options to improve the sustainability of companies and derive recommendations for their implementation in practice

Module contents
- The module "CSR" provides an overview of the debates on the social responsibility of firms. The first session will briefly introduce the historical debate on Corporate Social Responsibility and Corporate Sustainability and delineate important concepts. The following sessions will use concrete company case studies as a basis for a critical discussion of central questions in the context of corporate social responsibility and sustainability. Questions that will be discussed are, amongst others:
  - How can one determine whether a firm acts in a socially and ecologically sustainable way?
  - Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?
  - In how far is there a conflict between firm and market growth on the one hand and sustainability on the other hand?
  - Which possibilities does a company have to deal with conflicts between social/ecological and economic goals?
  - How can existing firms and value chains be transformed toward sustainability?
  - What is the role of managers and boards of directors for organizational change toward sustainability?
  - How does the ownership and financial structure of firms influence their strategy toward sustainability?
  - In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in firms?
- In addition to discussing these questions by drawing on company case studies, students will be introduced to the corresponding theoretical concepts and frameworks in the academic literature. Also, students will be given the opportunity to test different strategies for implementing sustainability in organizations during a simulation, which allows them to gain first-hand insights into the emerging challenges. Toward the end of the course, students will apply and deepen the knowledge they have gathered over the semester by writing a seminar thesis.

Reader's advisory
- Hahn, T., Pinkse, J., Preuss, L., & Figge, F. (2015): Tensions in corporate sustainability: Towards an

Links
Language of instruction: German
Duration (semesters): 1 Semester
Module capacity: unlimited
Modulart: je nach Studiengang Pflicht oder Wahlpflicht
Lern-/Lehrform / Type of program:
Vorkenntnisse / Previous knowledge:

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Total time of attendance for the module: 56 h