
wir831 - Corporate Social Responsibility

Module label

Modulkürzel

Credit points

Workload

Verwendbarkeit des Moduls

Zuständige Personen

Corporate Social Responsibility

wir831

6.0 KP

180 h

- Hoppmann, Jörn (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites

Skills to be acquired in this module

The students should...

- 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.

Literatureempfehlungen

Aguinis, H., & Glavas, A. (2012): What we know and don't know about corporate social

responsibility: A review and research agenda. *Journal of Management*, 38(4): 932-968.

Bansal, P., & DesJardine, M. R. (2014). Business sustainability: It is about time. *Strategic Organization*, 12(1), 70-78.

Geels, F. W. (2014). Regime resistance against low-carbon transitions: Introducing politics and power into the multi-level perspective. *Theory, Culture & Society*, 31(5), 21-40.

Ghisellini, P., Cialani, C., & Ulgiati, S. (2016). A review on circular economy: the expected transition to a balanced interplay of environmental and economic systems. *Journal of Cleaner Production*, 114, 11-32.

Hahn, T., Pinkse, J., Preuss, L., & Figge, F. (2015): Tensions in corporate sustainability: Towards an integrative framework. *Journal of Business Ethics*, 127(2): 297-316.

Hoppmann, J., Richert, M. & Busch, T. (2018): Not my business: How individuals' cognitive frames and role identities influence corporate sustainability. *Academy of Management Best Paper Proceedings 2017*, 15212.

Hoppmann, J., Sakhel, A., Richert, M. (2018): With a little help from a stranger: The impact of external change agents on corporate sustainability investments, *Business Strategy and the Environment*, in press.

Liesen, A., Dietsche, C., & Gebauer, J. (2015). Successful non-growing companies. Working Paper.

Markard, J., Raven, R., & Truffer, B. (2012). Sustainability transitions: An emerging field of research and its prospects. *Research Policy*, 41(6), 955-967.

Sharma, S. (2000): Managerial Interpretations and organizational context as predictors of corporate choice of environmental strategy. *Academy of Management Journal*, 43(4): 681-697.

Wry, T., & York, J. (2015): An identity based approach to social enterprise. *Academy of Management Review*, in press.

Links

Language of instruction

Duration (semesters)

Module frequency

Module capacity

Type of module

Module level

Teaching/Learning method

German

1 Semester

Annually

unlimited

je nach Studiengang Pflicht oder Wahlpflicht

BC (Basiscurriculum / Base curriculum)

VL (2 SWS), SE (2 SWS)

Examination

Final exam of module

Prüfungszeiten

Zum Ende des Semesters

Type of examination

Portfolio

Lehrveranstaltungsform

Comment

SWS

Frequency

Workload of compulsory attendance

Lecture

2

28

Seminar

2

28

Präsenzzeit Modul insgesamt

56 h