UCL Université catholique de Louvain

LLSMS2099

2015-2016

Corporate Social Responsibility (in English)

5.0 credits	30.0 h	1q

Teacher(s) :	Aust-Gronarz Ina ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The following themes are examples of what will be addressed in this course: - Definitions and origins of the CSR concept - Stakeholder management and dialogue - Global responsible leadership - Coping with ethical dilemmas - CSR strategy design and implementation - CSR/sustainability reporting.
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 2.5. Contribute to the development and advancement of the man- agement field. 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 4.3. ' collaborate and actively drive forward collective ac- tions for change' 4.4.Reflect on and improve .... professional practices. 5. Work effectively in an international and multicultural environment 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 5.3.Understand and establish their own role and scope for action ' 7. Project management 7.1.Analyse a project within its environment and define the expected outcomes' 7.2. Organize, manage and control the process, ' 7.3.Make decisions and take responsibility for them in an uncertain world ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' 9. Personal and professional development 9.1. Independent self-starter ' 9.2. Self-awareness and self-control ' 9.3. Self-motivation' 9.4. Quick study, lifelong learner ' *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*

Evaluation methods :	The evaluation or assessment methods in this course are linked to the course objectives and focus on both group and individual performance. The assessment of your performance will be composed of the following elements: a) Group project report and delivery of results in a LSI style (60%) A group of 6 students will be preparing this work ' during the semester and it will be presented in a 10-15-pages report (see Appendix 1 for further details). The group will present their project during the closing session in a 'world café style'. During the semester, your written report will undergo a peer review process. Your peer review of three other student CSR projects will be graded. b) Individual participation and paper ('personal manifesto') (40%) Your individual participation will be graded, e.g. upload of assignments on iCampus and your active participation in the course and LSI's. The individual paper is a 3-pages individual note in which you will explain your aspirations and values (see Appendix 2 for further details).
Teaching methods :	Different teaching methods will be used such as Theoretical courses completed by personal readings of academic literature Key focus on practical company CSR projects and peer review Two Large Scale Interventions (LSI) simulating stakeholder dialogue and co-creation Direct contacts with practitioners sharing their experiences Personal note/manifesto
Content :	The world is facing a strong socio-economic uncertainty and societal distrust, while the acceleration of climate and demographic changes are hurrying for a political, cultural and technological (r)evolution. Time has come for business, investors, governments, civil society, academia, media, artistic and spiritual communities to engage in innovating and sometimes unconventional partnerships. To be at the forefront of such a cultural shift, the Louvain School of Management has created the foundations of a network on Corporate Social Responsibility ' The Louvain CSR Network*' with this course on CSR as a crucial element. Our ambition is clear: supporting young women and men ' as well as business practitioners ' eager to place responsible leadership, sustainable production and consumption at the heart of their vision, learning and attitudes. This course is based on the idea that CSR activities are the responsibility of all managers in an organization. The specificity of the firms' impact on economic life will be addressed by analyzing the principles and practices covered by the field of Corporate Social Responsibility (CSR). CSR will be studied as a reflector of the modern firms' self-awareness process in terms of social responsibility and as a source of innovation in the face of today's challenges of competitiveness, sustainable development and world governance. This course is based on research and insights from diverse fields, including strategic management, organization theory, organizational behaviour, marketing, finance and business ethics.
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . No book protected by copyright. . READING FILE compulsory and available on line Supports available on line are on ICAMPUS.
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Ethics	ETHI2M	4	-	
	ETES9CE	5	-	
Master [120] in Public Administration	ADPU2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Motor Skills: Physical Education	EDPH2M	5	-	