

Corporate Social Responsibility

<i>Lecturer</i>	GIULIANI ELISA
<i>Semester</i>	Spring
<i>ECTS</i>	3
<i>Description</i>	A set of lectures on the importance of Corporate Social Responsibility (CSR) and other soft law policies vs. hard law. Students will understand the concept of CSR and become familiar with different soft law policies, while also discussing the relevance and limitations of hard law. Students will become familiar with the debate on shareholder value maximization versus stakeholder theory. They will be given the opportunity to critically discuss extant theories and views on the role that private corporations play in society and express their view on this subject.
<i>Course Outline</i>	The role of business corporations in society Shareholder vs. stakeholder value maximization Corporate Social Responsibility Human Rights and Business
<i>Textbooks</i>	Students will be asked to prepare on a selection of the following articles (to be agreed with the lecturer): Carroll A.B. (2008). "A History of Corporate Social Responsibility: Concepts and Practices." In Andrew Crane, Abigail McWilliams, Dirk Matten, Jeremy Moon & Donald Siegel (eds.) The Oxford Handbook of Corporate Social Responsibility. Oxford University Press,19-46. Crane A., Palazzo G., Spence L.J., Matten D. (2014) Contesting the Value of “Creating Shared Value”, California Management Review, 65 (2): 130-153. Donaldson T., Preston L.E. (1995) The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications, Academy of Management Review, 20 (1): 71. Friedman M. (1970) The Social Responsibility of Business is to Increase its Profits, The New York Times Magazine, September 13. Gilbert D.U. , Rasche A., Waddock S. (2011) Accountability in a Global Economy: The emergence of International Accountability Standards, Business Ethics Quarterly, 21 (1): 23-44. Only up to Page 30 (“Novel Insights...” excluded) Jensen, M. C. (2002) Value Maximization, Stakeholder Theory, and the Corporate Objective Function, Business Ethics Quarterly 12(2): 235-56. Porter ME., Kramer MR. (2011) The Big Idea. Creating Share Value. Harvard Business Review; 89 (1/2): 62-77 Scherer A.G., Palazzo G. (2011) The New Political Role of Business in a Globalized World- A review of a new perspective on CSR and its implications for the firm, governance and democracy, Journal of Management Studies, 48, 899-931. Sethi S.P. (2012) Two Faces of Apple, Carnegie Council for Ethics in International Affairs, Carnegie Ethics Online, April 2, 2012. Sundaram AK, Inkpen A.C., (2004) The Corporate Objective Revisited. Organization Science 15(3):350-363.
<i>Prerequisites</i>	None
<i>Keywords</i>	Corporate Social Responsibility, Business & Human Rights, Soft Law, Hard Law.
<i>Teaching</i>	Frontal lectures, homework, discussion case studies
<i>Final valuation</i>	Written examination
<i>Other notes</i>	Attendance to the lectures is strongly recommended