FUTURE UNIVERSITY IN EGYPT جامعة المستقبل

## Faculty of Economics and Political Science

## Corporate Social Responsibility

**Information :**

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| **Course Code :** | ECO 309 | **Level :** | Undergraduate | **Course Hours :** | 3.00- Hours |
| **Department :** | Department of Economics | | | | |

**Area Of Study :**

The main goal of this course is acquainting students with the notion of corporate social responsibility (CSR) and its evolution as a concept, along with other concepts related to it. It highlights the different theories explaining the concept, the main objectives of CSR, as well as the different types of CSR initiatives. It pinpoints the link between CSR practices and sustainable development. In addition, students are presented with different case studies of businessesôCSR practices to evaluate their impact on the society.

Course Goals:
ÅDefine Corporate Social Responsibility and how it developed.
Å Pinpoint the arguments for and against CSR.
Å Focus on multiple theories explaining CSR.
ÅRecognize the benefits of CSR to business and society
ÅExplore the relation between CSR and sustainable development.
ÅFamiliarize students with international organizations and movements supporting CSR
ÅDebate different case studies of business CSR practices and their impact on the surrounding environment.

**Description :**

The main goal of this course is acquainting students with the notion of corporate social responsibility (CSR) and its evolution as a concept, along with other concepts related to it. It highlights the different theories explaining the concept, the main objectives of CSR, as well as the different types of CSR initiatives. It pinpoints the link between CSR practices and sustainable development. In addition, students are presented with different case studies of corporationsôCSR practices to evaluate their impact on the society.

**Course outcomes :**

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|---|---|
| **a.Knowledge and Understanding: :** | |
| 1 - | Define CSR and its objectives. |
| 2 - | Relate the concept to businesses' daily activities and initiatives. |
| **b.Intellectual Skills: :** | |
| 1 - | Appraise the dual impact of CSR initiatives on the development of the business and society. |
| 2 - | Categorize the actions of businesses as for profit or not for profit. |
| 3 - | Outline the International Organizations supporting CSR initiatives. |
| **c.Professional and Practical Skills: :** | |
| 1 - | Discover businesses' motives and approaches in adopting CSR. |
| 2 - | Interpret the difference between CSR and Corporate philanthropy |
| 3 - | Compare between multiple businesses initiatives and identify best practices. |



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| d.General and Transferable Skills: : | |
|---|---|
| 1 - | Experience with conceptual frameworks effective for problem solving and decision making. |
| 2 - | Acquire analytical reasoning skills, numeric and clear effective communication skills. |
| 3 - | Test the ability of students to work under pressure and as part of a team. |

**Course Topic And Contents :**

| Topic | No. of hours | Lecture | Tutorial / Practical |
|---|---|---|---|
| Introductory Lecture and Course Outline | 3 | 1 | |
| Literature Review of the CSR Concept | 6 | 2 | |
| The CSR Dilemma: Different Arguments | 3 | 1 | |
| Theorizing CSR | 6 | 2 | |
| Midterm Exam | | 1 | |
| New Trends in CSR | 3 | 1 | |
| The Role of International Organizations in CSR | 3 | 1 | |
| Case Studies | 3 | 1 | |
| The Link between CSR and Sustainable Development: Moving Towards CSD | 3 | 1 | |
| CSR in Egypt | 6 | 2 | |
| Papers Presentation | 3 | 1 | |
| Final Exam | | 1 | |

**Teaching And Learning Methodologies :**

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| Demonstration videos |
| Presentation |
| Debates |
| Group discussion |
| Research Paper |

**Course Assessment :**

| Methods of assessment | Relative weight % | Week No | Assess What |
|---|---|---|---|
| Course Work (Attendance, Participation, Assignments, Quizzes, Research Paperé ) | 30.00 | | To assess understanding and theoretical background of the intellectual and practical skills. |
| Final Exam | 40.00 | | To assess knowledge and intellectual skills. |
| Midterm Exam | 30.00 | | To assess professional skills. |

**Recommended books :**



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1. Alessia DÔAmato (et al.), Corporate Social Responsibility and Sustainable Business: A Guide to Leadership Tasks and Functions, Center for Creative Leadership,2009.
2. Epstein, Marc J. and Kirk O. Hanson (eds.), The Accountable Corporation: Corporate Social Responsibility: Vol. 3, Praeger, 2005.
3. Michael Hopkins, Corporate Social Responsibility and International Development: Is Business the Solution?, Routledge, 2008.

**Periodicals :**

1. Aly Salama, Egypt: Social Responsibility Disclosure Practices, in S.O Idowu and W. L. Filho (eds.), Global Practices of Corporate Social Responsibility ,Springer-Verlag Berlin Heidelberg, Berlin, 2009, (325-342).
2. Archie B. Carroll and Kareem M. Shabana, The Business Case for Corporate Social Responsibility: A Review of Concepts Research and Practice, International Journal of Management Reviews, Vol. 12, Issue 1, 2010, (85-105)
3. Archie B. Carroll, The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders, Business Horizons, July-August 1991, (225-235)
4. Elisabet Garriga and Dome`nec MeleËCorporate Social Responsibility Theories: Mapping the Territory, Journal of Business Ethics, Vol. 53,2004
5. IDSC, Corporate Social Responsibility and its Role in Development, IDSC Reports ,Issue 57, September 2011.
6. Jennifer J. Griffin and Aseem Prakash, Corporate Responsibility: Initiatives and Mechanisms, Business and Society, Vol. 49, No. 1, March 2010.
7. Peter A. Heslin and Jenna D. Ochoa, Understanding and Developing Strategic Corporate Social Responsibility, Organizational Dynamics, Vol. 37, No. 2,Elsevier Inc., 2008.
8. Riham Rizk (et. al.,), Corporate Social and Environmental Reporting: a Survey of Disclosure Practices in Egypt, Social Responsibility Journal, Vol.4 Issue:3, 2008. (306-323).



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