**FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG**

**PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE**

**MASTER PROGRAM
DEVELOPMENT ECONOMICS AND INTERNATIONAL STUDIES**

Seminar
Development-Oriented
Corporate Social Responsibility
Summer Term 2016

Social Sciences and Philosophy
Department

Institute for Economics

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General information

Venue: Room 05.054, Kochstr. 4 (17), 91054 Erlangen, Germany
Time: Wednesdays 16:15h. – 17:45h.
             First compulsory session: Wednesday, April 13th, 2016

Lecturer: Cristian R. Loza Adaui,
             Kochstr. 4 (17), 91054 Erlangen, Germany
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Syllabus outline

During the last decades the discussion about the social responsibility of the business sector has moved from the margins to the mainstream of business research. Corporate social responsibility (CSR) has been studied under different perspectives, including mere economical approaches, political approaches and also ethical ones. The theoretical multiplicity tries to explain how the perception about role of business in society has changed, considering businesses also as a contributor to sustainable development.

Recent attention to the particularities of CSR-activities carried on in developing countries, has put in evidence the necessity to evaluate the role of business as a (intentional and unintentional) development agent and the possibilities of CSR-activities to support (or hinder) development processes. Based on the previous premises, this seminar is designed to discuss and evaluate the role of the business as a development agent and as contributor to sustainable development.

Students will examine corporate social responsibility activities in developing countries from a development-oriented approach, i.e. the reach and scope of CSR-activities and their impacts and outcomes for business and society. In the seminar students will therefore evaluate how CSR

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activities can contribute to pursuing business organizational goals, while at the same time supporting sustainable development processes and contributing to macro-societal goals.

Educational goals and learning outcomes

Students participating successfully in this seminar will develop the following skills:

Subject-specific skills
- Students analyse and evaluate the changed role of business as a developmental agent and as contributor to sustainable development.
- Students reflect and evaluate the development-oriented approach to corporate social responsibility.
- Students develop and produce a case study that explains in detail particular issues related to the development-oriented corporate social responsibility discussion.

Methodological skills
- Students answer independently a research question regarding the development-oriented approach towards corporate social responsibility.
- Students plan, carry out research, evaluate and analyse scientific literature related to the development-oriented approach to corporate social responsibility.
- Students produce a case study that exemplifies a particular topic related to the development-oriented corporate social responsibility approach.

Personal skills
- Students evaluate their own strengths and weaknesses in relation to their own presentation and communication skills.
- Students evaluate their own strengths and weaknesses in relation to their own organizational skills.
- Students reflect upon their own behaviour as part of the global business community under consideration of fundamental ethical questions and the consequences for society.

Social skills
- Students can present clearly and effectively a particular issue related to the development-oriented approach towards corporate social responsibility.
- Students communicate clearly and respectfully their arguments and points of view in classroom and give fellow students constructive feedback on their presentations.

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Course design and assignments

Students gathered during the first compulsory session **(on Wednesday, April 13th, 2016)** select a topic to work on during the semester. Each topic should be explored in the context of a specific real case study. Proposed topics will be presented during the first compulsory session and some readings per topic would be suggested to help students the beginning of their research. Students are expected to do extensive literature review on the topics selected for their paper assignment. If students are interested in topics different than the proposed, it is possible to discuss the possibility to include other topics related to the content of the seminar, in that case students should bring to the first session, a clear topic statement as well as some few literature references to be used for evaluation and decision making.

During the sessions students present their topic and propose a case study for discussion. Students' presentations are no longer than 45 minutes including: (1) a theoretical part that should not be longer than 30 minutes, and (2) the presentation of the case study that should not be longer than 15 minutes, so that ample time is left for questions and discussion (a maximum of 90 minutes per topic). Every student will be evaluated individually even if they work in a group basis.

Based on a 360 degrees' approach towards skills development, students will be active involved into the development and evaluation of presentation skills. For that reason, each student will provide feedback to their colleague's presentations during every session, and each student will reflect and evaluate the outcome of the own presentation by means of a self assessment form. In addition, the lecturer will provide feedback to every presenter.

With the input received during the presentation and with the results of the case discussion, students prepare their seminar paper that includes a theoretical part and a case study. The seminar paper should approximately have 5000 words (Excluding: Title page, bibliography, exhibits and annexes). Submission deadline for the seminar paper is September 9th, 2016.

Further guidance for writing the seminar paper and preparing presentations will be provided during the first sessions, as well as on the course website for the seminar on the StudOn platform. To access the website on the StudOn platform the password required is: **DOCSRSS16**

Assessment

The final grade of the seminar consists of a presentation that includes a theoretical topic and a case study presentation (33%) and a seminar paper (66%).

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Recommended literature on the development-oriented CSR

- Banerjee, S. B. (2003). Who Sustains Whose Development? Sustainable Development and the Reinvention of Nature. *Organization Studies*, *24*(1), 143–180.
- Bendell, J., & Kearins, K. (2005). The political bottom line: the emerging dimension to corporate responsibility for sustainable development. *Business Strategy and the Environment*, *14*(6), 372–383.
- Blowfield, M. & Dolan, C. (2014) Business as a development agent: evidence of possibility and improbability. *Third World Quarterly, 35*(1), pp. 22-42.
- Frynas, J. G. (2008). Corporate social responsibility and international development: Critical assessment. *Corporate Governance: An International Review*, *16*(4), 274–281.
- Idemudia, U. (2008). Conceptualising the CSR and development debate. *Journal of Corporate Citizenship*, *2008*(29), 91–110.
- Jamali, D., Karam, C & Blowfield, M. (2015) *Development-Oriented Corporate Social Responsibility*. Volume 1: Multinational corporations and the global context. Greenleaf. Sheefield.
- Jamali, D., Karam, C & Blowfield, M. (2015) *Development-Oriented Corporate Social Responsibility*. Volume 2: Locally led initiatives in developing countries. Greenleaf. Sheffield.
- Moon, J. (2007). The contribution of corporate social responsibility to sustainable development. *Sustainable Development*, *15*(5), 296–306.
- Newell, P. and Frynas, J.G. (2007), "Beyond CSR? Business, poverty, and social justice: an introduction", *Third World Quarterly, 28*(4), 669-681.
- Prieto-Carrón, M., Lund-Thomsen, P., Chan, A., Muro, A., & Bhushan, C. (2006). Critical perspectives on CSR and development: what we know, what we don't know, and what we need to know. *International Affairs, 82*(5), 977–987.
- Sagebien, J., & Whellams, M. (2010). CSR and development: Seeing the forest for the trees. *Canadian Journal of Development Studies/Revue Canadienne D'études Du Development*, *31*(3), 483–510.
- Visser, W. (Eds.). (2016). *The World Guide to Sustainable Enterprise* (Vol. 1-4). Sheffield: Greenleaf Publishing.
- Visser, W., & Tolhurst, N. (Eds.) (2010). *The World Guide to CSR: A Country-by-Country Analysis of Corporate Sustainability and Responsibility*. Sheffield: Greenleaf Publishing.

Recommended literature on case study research methodology and business research

- Buchanan, D. A., & Bryman, A. (2009). *The SAGE Handbook of Organizational Research Methods*. SAGE Publications.
- Byrne, D., & Ragin, C. C. (2009). *The SAGE Handbook of Case-Based Methods*. London: SAGE Publications.

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- Clegg, S. R., Hardy, C., Lawrence, T., & Nord, W. R. (2006). *The SAGE Handbook of Organization Studies*. Los Angeles: SAGE Publications.
- Dul, J., & Hak, T. (2008). *Case Study Methodology in Business Research*. Oxford: Butterworth-Heinemann.
- Eisenhardt, K. M. (1989). Building theories from case study research. *The Academy of Management Review*, *14*(4), 532–550.
- Eisenhardt, K. M., & Graebner, M. E. (2007). Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, *50*(1), 25–32.
- Farquhar, J. D. (2012). *Case Study Research for Busines*s. London: SAGE Publications.
- Mills, A. J., Durepos, G., & Wiebe, E. (2009). *Encyclopedia of Case Study Research* (Vol. 1 & 2). London: SAGE Publications.
- Scholz, R. W., & Tietje, O. (2002). *Embedded Case Study Methods: Integrating Quantitative and Qualitative Knowledge*. Thousand Oaks: SAGE Publications.
- Taylor, M. L., & Søndergaard, M. (2016). *Doing Case Study Research for Business and Management Students*. London: SAGE Publications.