

<b>Module Title:</b>	Corporate Social Responsibility
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">5 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises and workshops- student will work as part of a team and will work together to resolve various scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials.
<b>Module Aim:</b>	The aim of this course is to give students a thorough appreciation of the business's social and ethical responsibilities to external and internal stakeholder groups.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify, analyse and critically evaluate power of the various internal and external groups of stakeholders
LO2	Assess and critically evaluate the spheres and levels of Corporate Power
LO3	Outline, analyse and critically evaluate the four components of Corporate Social Responsibility
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

## Module Content & Assessment

Indicative Content
<b>Introduction to Corporate Social Responsibility</b> Corporate Social Responsibility; Corporate Governance: Concepts and Definitions
<b>Corporate Governance and Strategic Management Issues</b> Corporate Governance: its role within business organisation, Understand the relationship between stakeholder Management and corporate performance; Unique Role of Stockholders; Profitability, Profit Growth and Stakeholders claims
<b>Agency Theory</b> Agency Theory and the Corporate Structure; The Information Assymetry; Challenges for Principals
<b>Governance Mechanism</b> Internal and External Governance Mechanism; External: Board of Directors, Stock Based Compensation, Financial Statements, Takeover Constraint; Internal: Strategic Control System, Employee Incentives
<b>Business and Society</b> Characteristics of Business and Society and their interrelationships ; The Pluralistic Society: definition, characteristic: Pluralistic Society as a special interest -society
<b>Social Environment, Business Criticism and Corporate Response</b> Factors in Social Environment; The Social Problem; Iron Law of Responsibility, Business Power; Levels and Spheres of Corporate Power .
<b>Corporate Social Responsibility</b> Corporate Citizenship: Social Responsibility, Responsiveness and Performance; Historical Perspective on CSR; The Four Components of CSR; The Pyramid of CSR The CSR Equation
<b>Business Responses to call for CSR</b> Defensive approach Cost-benefit approach Strategic approach Innovation and learning approach
<b>Corporate Social Performance</b> Corporate Social Performance: Carroll's Model Corporate Social Performance: Wartick & Cochran's Model
<b>Corporate Citizenship</b> Stages of Corporate Citizenship: A Developmental Framework

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Two case studies on Corporate Social Responsibility issues will be used to assess students' critical thinking and analytical skills. One of these will be based on group work and the final case study will be an individual case study assessment.	1,2,3	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
Total Hours		7.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	<a href="#"><u>Bachelor of Arts (Honours) Public Relations and Media</u></a>	6	Group Elective 3
CW_BHCPR_D	<a href="#"><u>Bachelor of Arts in Public Relations and Media</u></a>	6	Group Elective 3
CW_BBLAW_B	<a href="#"><u>Bachelor of Business (Honours) in Business with Law</u></a>	6	Group Elective 1
CW_HHIBU_B	<a href="#"><u>Bachelor of Business (Honours) in International Business</u></a>	8	Elective
CW_BBBBM_B	<a href="#"><u>Bachelor of Business (Honours) in Management</u></a>	8	Elective