Module Title:	Corporate Social Responsibility
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	5 programme(s)

Teaching & Learning Strategies:	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.

Module Aim:	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.

Learning Outcomes
On successful completion of this module the learner should be able to:

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

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules   *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Introduction to Corporate Social Responsiblity Corporate Social Responsibility; Corporate Governance: Concepts and Definitions
Corporate Governance and Strategic Management Issues 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
Agency Theory Agency Theory and the Corporate Structure; The Information Assymetry; Challenges for Principals
Governance Mechanism Internal and External Governance Mechanism; External: Board of Directors, Stock Based Compensation, Financial Statements, Takeover Constraint; Internal: Strategic Control System, Employee Incentives
Business and Society Characteristics of Business and Society and their interrelationships ; The Pluralistic Society: definition, characteristic: Pluralistic Society as a special interest -society
Social Environment, Business Criticsm and Corporate Response Factors in Social Environment;The Social Problem; Iron Law of Responsibility, Business Power; Levels and Spheres of Corporate Power .
Corporate Social Responsibility Corporate Citizenship: Social Responsibility, Responsiveness and Performance; Historical Perspective on CSR; The Four Components of CSR; The Pyramid of CSR The CSR Equation
Business Responses to call for CSR Defensive approach Cost-benefit approach Strategic apprach Innovation and learning approach
Corporate Social Performance Corporate Social Performance: Carroll's Model Corporate Social Performance: Wartick & Cochran's Model
Corporate Citizenship 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

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
	Total Hours	125.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
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	Bachelor of Arts (Honours) Public Relations and Media	6	Group Elective 3
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	6	Group Elective 3
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	6	Group Elective 1
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	8	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	8	Elective

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CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	6	Group Elective 3