

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

Introduction to Corporate Social Responsibility

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 Criticism 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 approach 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		
<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

Workload: Part Time		
<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	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