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| **Prowadzący** | dr Kalina Grzesiuk |
| **Oferta PJO\*** | NIE |
| **Oferta PJOE\*** | TAK |
| **Kierunek, rok, stopień dla PJO (\*obowiązkowe)** | Nie dotyczy |
| **Semestr roku 2024/2025** | letni |

\* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+  
\*\* zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

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| **Module name** | Corporate Social Responsibility |
| **Erasmus code** |  |
| **ISCED code** |  |
| **Language of instruction** | English |
| **Website** | <https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm>  (dla PJOE) |
| **Prerequisites** | Management Basics, Marketing Basics |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 15  Total number of hours with an academic teacher: 15  Number of ECTS points with an academic teacher: 2 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1  Total number of ECTS points for the module: 3 |
| **Educational outcomes verification methods** | case studies |
| **Description** | This course covers the topic of Corporate Social Responsibility (CSR). The starting point is introducing the concept of sustainability as a framework for CSR. Than the course follows with introduction to basic concepts of CSR (CSR pyramid, internal/external CSR). Next topics address CSR both in relation to three pillars of sustainability (social, environmental and economic) and selected areas of management (human resource management, marketing and strategic management). This course integrates theoretical approach (lecture) and practical skills (case studies). It requires some basic knowledge of principles of management and organizational behaviours. |
| **Reading list** | 1. Carroll, A. B., & Brown, J. A. (2018). Corporate Social Responsibility: A Review of Current Concepts, Research, and Issues. In J. Weber & W. D. (Eds.), Corporate Social Responsibility (pp. 39–69). <https://doi.org/10.1108/s2514-175920180000002002> 2. Wagner-Tsukamoto, S., & Le, L. (2018). In Search of Ethics : From Carroll to Integrative CSR Economics In Search of Ethics : From Carroll to Integrative CSR Economics. Social Responsibility Journal, 1–29. 3. Xiao, M., Cooke, F. L., Xu, J., & Bian, H. (2020). To what extent is corporate social responsibility part of human resource management in the Chinese context? A review of literature and future research directions. Human Resource Management Review, 30(4), 100726. <https://doi.org/10.1016/j.hrmr.2019.100726> 4. Macassa, G., McGrath, C., Tomaselli, G., & Buttigieg, S. C. (2021). Corporate social responsibility and internal stakeholders’ health and well-being in Europe: A systematic descriptive review. Health Promotion International, 36(3), 866–883. <https://doi.org/10.1093/heapro/daaa071> 5. ElAlfy, A., Palaschuk, N., El-Bassiouny, D., Wilson, J., & Weber, O. (2020). Scoping the evolution of corporate social responsibility (CSR) research in the sustainable development goals (SDGS) era. Sustainability (Switzerland), 12(14). <https://doi.org/10.3390/su12145544> |
| **Educational outcomes** | KNOWLEDGE – Student knows and understands   1. Terms and theories of Corporate Social Responsibility in relation to sustainability and selected management areas (K\_W02) 2. Characteristics of human beings as subjects of CSR strategies (K\_W03) 3. Basic methods, techniques and tools of CSR strategies in organisations (K\_W05) 4. Ethical standards in creating CSR strategies in organisations (K\_W07)   SKILLS – Student can   1. Use acquired knowledge in solving practical problems related to CSR strategies in organisations (K\_U01) 2. Resolve dilemmas related to CSR in organisations (K\_U03)   ATTITUDES – student is ready to   1. Recognize the importance of expertise knowledge in solving problems related to CSR in organisations (K\_K02) 2. Respect the rules of professional ethics related to CSR in organisations (K\_K07) 3. Conduct CSR related activities in a professional manner (K\_K08) |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | <https://www.umcs.pl/en/courses-in-english,21103.htm>  (dla PJOE) |
| **Educational outcomes verification methods** | Case studies |
| **Comments** |  |
| **Reading list** | 1. Carroll, A. B., & Brown, J. A. (2018). Corporate Social Responsibility: A Review of Current Concepts, Research, and Issues. In J. Weber & W. D. (Eds.), Corporate Social Responsibility (pp. 39–69). <https://doi.org/10.1108/s2514-175920180000002002> 2. Wagner-Tsukamoto, S., & Le, L. (2018). In Search of Ethics : From Carroll to Integrative CSR Economics In Search of Ethics : From Carroll to Integrative CSR Economics. Social Responsibility Journal, 1–29. 3. Xiao, M., Cooke, F. L., Xu, J., & Bian, H. (2020). To what extent is corporate social responsibility part of human resource management in the Chinese context? A review of literature and future research directions. Human Resource Management Review, 30(4), 100726. <https://doi.org/10.1016/j.hrmr.2019.100726> 4. Macassa, G., McGrath, C., Tomaselli, G., & Buttigieg, S. C. (2021). Corporate social responsibility and internal stakeholders’ health and well-being in Europe: A systematic descriptive review. Health Promotion International, 36(3), 866–883. <https://doi.org/10.1093/heapro/daaa071> 5. ElAlfy, A., Palaschuk, N., El-Bassiouny, D., Wilson, J., & Weber, O. (2020). Scoping the evolution of corporate social responsibility (CSR) research in the sustainable development goals (SDGS) era. Sustainability (Switzerland), 12(14). <https://doi.org/10.3390/su12145544> |
| **Educational outcomes** | KNOWLEDGE – Student knows and understands   1. Terms and theories of Corporate Social Responsibility in relation to sustainability and selected management areas (K\_W02) 2. Characteristics of human beings as subjects of CSR strategies (K\_W03) 3. Basic methods, techniques and tools of CSR strategies in organisations (K\_W05) 4. Ethical standards in creating CSR strategies in organisations (K\_W07)   SKILLS – Student can   1. Use acquired knowledge in solving practical problems related to CSR strategies in organisations (K\_U01) 2. Resolve dilemmas related to CSR in organisations (K\_U03)   ATTITUDES – student is ready to   1. Recognize the importance of expertise knowledge in solving problems related to CSR in organisations (K\_K02) 2. Respect the rules of professional ethics related to CSR in organisations (K\_K07) 3. Conduct CSR related activities in a professional manner (K\_K08) |
| **A list of topics** | 1. Introduction to CSR- the concept of sustainability 2. introduction to basic concepts of CSR (CSR pyramid, internal/external CSR). 3. CSR in relation to three pillars of sustainability (social, environmental and economic) 4. CSR in relation to selected areas of management (human resource management, marketing and strategic management). 5. Summary of the course |
| **Teaching methods** | Interactive multimedia lecture, classroom discussion, case study |
| **Assessment methods** | Case studies’ evaluation |