

MODULE SPECIFICATION FORM

Module Title: Social Responsibility Advantage	Level: 7	Credit Value: 10
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Module code: BUS772	Cost Centre: GAMP	JACS2 code: N530
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Semester(s) in which to be offered: N/A	With effect from: July 2013
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Office use only: To be completed by AQSU:	Date approved: July 2013 Date revised: - Version no: 1
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Existing/New: New	Title of module being replaced (if any): n/a
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Originating Department: Business and Management	Module Leader: Dr. Jan Green
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Module duration (total hours): 100	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours: 25	
Independent study hours: 75	
Placement hours: 0	

Percentage taught by Departments other than originating Department (please name other Departments): None
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Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

Module Aims

This module seeks to conceptualise business sustainability and support the development of integrative practices within the corporate business arena.

Students will be asked to develop a critical insight into the expanding role and objectives of corporate social responsibility and ethical perspectives within the global business community. They will be able to critically evaluate existing business and consumer behaviours and establish changes to business practices.

This will enable students to identify and apply the commercial opportunities originating from a corporate social responsibility perspective and harness them for value creation.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Critically analyse sustainable business practices and objectives from the perspective of social responsibility.
2. Propose effective operational solutions through the design and application of a social responsible management system that incorporates ethical business notions.
3. Transfer the commercial opportunities created by a social responsible approach to business in order to instigate value creation initiatives.

Transferable/Key Skills and Other Attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

Assessment

Design a Social Responsible management system - Basing the assessment on systems design allows students to demonstrate their ability to create a system from a green field situation and adopt an innovative approach to the task. Irrespective of sector or specialism it is anticipated that the assessment should be founded on the theoretical principles of sustainability and business ethics and illustrate effective integration into an organization selected by the student with clear sign-posting of operationalization and predicted benefits.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One	1, 2, 3	Project	100%		2,000 - 3,000

Learning and Teaching Strategies

A reflective approach relating to current business practices will be incorporated to provide an opportunity for students to develop their own perspective. This will be supported by the use and application of contemporary case studies of a global nature, current and prior participant experiences and the opportunity for group discussion and peer interaction to enable interaction and mutual commitment throughout the module. The mode of delivery and assessment provides an enabling environment with an emphasis on the integration between theory and practice. This will take the form of debate and discussion in order to appraise the emerging and contemporary issues within the domain of social responsibility management.

Syllabus Outline

1. The concept of sustainability
2. Creating a sustainability culture
3. Systematic integration of sustainability into business processes
4. Triple P – people, planet, profit
5. Corporate Governance – legal framework
6. Business ethics
7. Sustainable consumption
8. E-footprint sources
9. Recovery and redistribution
10. Environmental Management Practices
11. Future trends in corporate social responsibility and the implications for business
12. Value creation

Bibliography

Essential reading:

Weybrecht G (2010) The Sustainable MBA: The Manager's Guide to Green Business, John Wiley, Chichester

Other indicative reading:

Blowfield M. and Murray A. (2011) Corporate Responsibility 2nd Edn., Oxford University Press

Buhmann K., Roseberry L, and Morsing M. (2010) Corporate Social and Human Rights Responsibilities: Global, Legal and Management Perspectives Palgrave, Basingstoke

Crouch C. and Maclean C. (2011) The Responsible Corporation in a Global Economy, Oxford University Press, Oxford

Dickin P. (2011) Global Shift, Sage Publications, London

Harvard Business Review on Greening Your Business Profitably (2011) Harvard Business Press, Boston MA

Pdersen ERG. (2013) Corporate Social Responsibility Sage Publications, London

Worthington I. (2013) Greening Business: Research, Theory & Practice, Oxford University Press, Oxford

Journals:

- Corporate Governance
- Corporate Social Responsibility and Environmental Management
- Journal of Enterprising Communities: People and Places in the Global Economy
- Journal of Global Responsibility
- Management of Environmental Quality: An International Journal
- Social Responsibility Journal
- Sustainability Accounting, Management and Policy Journal
- World Journal of Entrepreneurship Management and Sustainable Development

Websites:

- www.eman-eu.net The Environmental and Sustainability Management Accounting Network
- www.sustainablecommunication.org Institute for Sustainable Communication
- www.sustainability.com Sustain Ability
- www.wbcsd.org World Business Council for Sustainable Development
- www.wrap.org.uk Waste and Resources Action Programme