



## Corporate Social Responsibility Företagens samhällsansvar - CSR

7.5 credits

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**Ladok Code:** 41T14C

**Version:** 1.0

**Established by:** The Teaching Committee 2011-09-30

**Valid from:** Autumn 2011

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Industrial Economics (G1F)

**Disciplinary Domain:** Technology

**Prerequisites:**

**Subject Area:** Industrial Engineering and Management

**Grading Scale:** ECTS-credits

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### Content

- Introduction, context, challenges, ISO 26000
- CSR, brands and reputation
- Stakeholder engagement
- Management systems and strategies for CSR
- The environment and climate change
- Business and biodiversity
- Supply chains and labour standards
- Human Rights
- Governance and fair operating practices
- Consumer issues
- CSR and the development context
- Community investment
- Social business and social entrepreneurship
- Bottom of the Pyramid initiatives
- Sustainability Reporting
- Communications strategy

### Learning Outcomes

This course provides students with a thorough understanding of corporate social responsibility (CSR) and the contributions that the private sector can make to sustainable development. It examines key challenges facing businesses and the strategies they can take to mitigate risks and enhance brand and reputation.

After having taken the course students will be able to:

- Describe the concept of CSR within the context of sustainable development
- Describe the key challenges and risks facing businesses
- Use key tools and methods to mitigate risks and deliver improved performance
- Recognise the opportunities associated with branding and enhancing reputation
- Evaluate the social responsibility performance of companies
- describe the importance of stakeholder engagement, reporting, and development of a communications strategy

## **Forms of Teaching**

Lectures, group work, case studies, problem solving exercises and project work

The language of instruction is English.

## **Forms of Examination**

The course will be examined through the following examination elements:

### *Individual assignment*

Learning outcomes:

Credits: 4.5

Grading scale: ECTS-credits

### *Group work plus presentation and summary report*

Learning outcomes:

Credits: 3

Grading scale: ECTS-credits

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

### **Literature**

Students will be provided with key articles and reading as required as well as copies of case studies used in the course.

## **Student Influence and Evaluation**

The head of department and the course coordinator are responsible for ensuring that students' views on the course are systematically and regularly obtained. The results of the evaluations will be reported back to the students and will form the basis for the future structure of the course.

## **Miscellaneous**