SHORT COURSE DESCRIPTION
The course begins by introducing the concepts of corporate social responsibility (CSR) and sustainability. Different perspectives on CSR and sustainability are explained, including social science theories, strategic perspectives and developmental perspectives. We explain the crucial role of governments and corporate governance for CSR and sustainability. We then examine how sustainability and CSR are understood and practised in different contexts, including reporting, financial investment, industry context and small enterprises. We finish by considering the key criticisms of CSR and sustainability, and their likely future.

READING MATERIALS
Readings for each topic are specified in the course schedule. They are mostly academic journal papers. Students should be able to find them online and download copies themselves before arriving at Sungkyunkwan University. You can download the readings by Prof. Frynas at: https://www.researchgate.net/profile/George_Frynas/publications

For those who are interested in deepening their knowledge of the subject and would like to purchase a book on the subject for themselves, we recommend the following textbook:

COURSE REQUIREMENTS AND GRADING
Students are expected to read the recommended reading materials as assigned. Please come to class prepared to discuss this material in order to maximize your learning.

Grading scheme:
- Attendance: 15 points
- Group Project Presentation: 15 points
- Group Project Report: 20 points
- Final Exam: 50 points

Assessment criteria:
- Attendance: students will get one point for attending each session. Students are required to attend at least 80% of all lectures and workshops according to SKKU regulations.
- Group Project Presentations and Reports: The Group Project require students to submit an essay on the topic of sustainability and CSR issues, practices and regulations in their home countries. The group project will have the following deliverables: (i) A presentation to the Class, and (ii) A written report. Each group is required to give a presentation on the assigned topic. The group project presentation and report will be assessed according to students’ understanding to the topic, quality of presentation and appropriate use of references.
- Final exam: The last session will be a two-hour final exam with a mix of multiple choice and true-false questions.
Tuesday (27 June)

Lecture topic: Corporate Social Responsibility and Globalization

This session discusses the concepts surrounding Corporate Social Responsibility (CSR), and the emergence of CSR within a globalizing world.

Preparatory reading:

Wednesday (28 June)

Lecture topic: Sustainability versus Corporate Social Responsibility

This session introduces the concept of sustainability, and contrasts it with the concepts of ‘Business Ethics’ and ‘Corporate Social Responsibility’.

Preparatory reading:

Thursday (29 June)

Lecture topic: Theoretical explanations of CSR

This session explains and discusses various academic theories that can be used to explain why organizations pursue Corporate Social Responsibility, such as stakeholder theory, institutional theory and resource-based view of strategic management.

Preparatory reading:

Friday (30 June)

Lecture topic: Practical tools for CSR

This session explains the different tools that can be used for managing CSR issues in companies such as ISO26000, Global Compact, codes of conduct, risk assessments and CSR guidelines – all of which are part of the professionalization of CSR management within large corporations.

Preparatory reading:
Monday (3 July)

**Lecture topic: Sustainability and CSR in different countries**

This session shows how the meaning and the practice of sustainability and CSR differ between different countries, bringing in examples from around the world.

Preparatory reading:

Tuesday (4 July)

**Lecture topic: Sustainability and CSR in different industries**

This session shows how the meaning of sustainability and CSR can differ across industries and, specifically, how they differ between the garment/shoe industry and the oil/gas industry.

Preparatory readings:

Wednesday (5 July)

**Lecture topic: Sustainability and CSR in small firms**

Preparatory reading:

Thursday (6 July)

**Lecture topic: Sustainability and CSR reporting**

This session shows how companies disseminate information on their CSR activities.

Preparatory readings:
BP Sustainability Report 2015 available at:
Friday (7 July)

**Group Presentations**

Preparatory reading: Student choice
Assignment: group reports are due for submission on Monday

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Monday (10 July)

**Lecture topic: CSR as management and strategy**

This session discusses the use of Corporate Social Responsibility as management and strategy, i.e. how social and environmental activities can help the firm to improve its overall economic performance and encourage innovation.

Preparatory readings:

Tuesday (11 July)

**Lecture topic: CSR as human development**

This session views CSR from the perspective of wider society, asking to what extent CSR activities can help achieve developmental goals such as poverty alleviation and better health.

Preparatory readings:

Wednesday (12 July)

**Lecture topic: The role of government and corporate governance**

This session explains the role of government and corporate governance for CSR practices.

Preparatory readings:
Thursday (13 July)

**Lecture topic: Socially responsible investment**

This session discusses the emergence of socially responsible investment (SRI) and its role in the promotion of CSR and the governance of corporations. We review related issues such as screening, shareholder activism and investment fund indices.

Preparatory reading:

Friday (14 July)

**Lecture topic: Criticism of CSR and the future of CSR**

Preparatory reading:
none

– WEEK IV –

Monday (17 July)

**Final Exam**