

Course title: Corporate Social Responsibility		Credits 5	Course code IK102
Type of the course		Assessment:	
Lecture		Examination	
Seminar	X	Performance-based grade X	
Practice		Approval	
Semester (according to the standard curriculum): 5			
Course availability (according to the standard curriculum): Spring			
Language of instruction (if not in Hungarian): English			
Prerequisites (according to the standard curriculum): -			
Type of the course (compulsory, obligatory elective, free elective): compulsory			
Course schedule: http://www.kodolanyi.hu/neptun/			
Course objectives:			
<p>The course provides general knowledge about corporate social responsibility (CSR) and business ethics. The aim of the subject is to give practical insight into the CSR activities of companies and develop a moral entrepreneurial mindset for the students. The subject elaborates on the sustainability aspects of a company from a business perspective. The goal is to make the students understand the importance of creating social and environmental value besides economic benefits. Moreover, the course initiates criticism towards certain CSR activities to show how to distinguish “greenwashing” (and other disguised corporate actions) from real sustainability-driven functions.</p>			
Learning outcomes (based on professional competences):			
Knowledge:			
<p>The subject introduces the essential theoretical background of CSR and the ethics of the business world. The students receive several case studies of practical CSR activities. They learn how to plan, do and communicate CSR actions at a company or in a local community. Besides the best practices, the course also provides them with bad examples of how companies disguise business-as-usual methods in the form of CSR. The students gain knowledge of the difference between “greenwashing” and the appropriate application of sustainability disciplines on corporate level.</p>			
Skills:			
<p>The course equips the students with the ability of contributing to the sustainability of a company either as an employer or as an employee. It develops the capability to make real-life business decisions with the consideration of not only economic drivers but also social and environmental impacts. The students will learn how to convince a corporate leader to conduct a CSR activity or how to communicate the impacts of these actions to employees or to local stakeholders.</p>			
Attitudes:			
<p>The students will develop a green entrepreneurial mindset during the course and they will have the awareness of potential social and environmental impacts of companies. The course is designed to emphasize the importance of business ethics which is a rapidly emerging issue in the 21st century. The students will acquire sustainable morals of doing business which is an essential attribute of modern leadership.</p>			

Foreign language competences

Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.

1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
2. Can express ideas fluently and spontaneously without much obvious searching for expressions.
3. Can use language flexibly and effectively for social, academic and professional purposes.
4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

Teaching methods:

Seminar and workshop activities.

Requirements (exam's evaluation criteria and list of topics):

Showing ability to understand the moral requirements towards the operation of a business. Demonstrating critical thinking regarding the business-as-usual perspective of companies. Expressing own opinion of CSR practices based on case studies and presenting these thoughts in written essays. Active participation in the thematic CSR activities organized during the lectures.

Assessment & Grading:*Pass*

Presence in seminars and drawing general conclusions of CSR theories and practices in written essays.

Satisfactory

Presence in seminars with some feedbacks and expressed opinion regarding CSR theories and practices in written essays.

Good

Active participation in seminars with several feedbacks on common activities and expressed opinion regarding CSR theories and practices in written essays.

Excellent

Active participation in seminars with continuous feedbacks on common activities, expressed opinion and self-made research regarding CSR theories and practices in written essays.

Department/faculty responsible for the course:

Department of Interdisciplinary International Studies

Required average students' working hours (number of credits multiplied by 30):

150

Individual assignments (expected number of hours and list of activities):

- Discussions
- Thematic workshop activities
- Individual essay
- Presentation

Course leader: Bálint Horváth, PhD

Lecturers: Bálint Horváth, PhD