



## STUDENT SYLLABUS

### ORG530: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in an accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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## COURSE DESCRIPTION AND OUTCOMES

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**Course Description:**

In this course, you will explore the ethical considerations that guide and inform business decisions and strategies.

You will learn the concept of Corporate Social Responsibility (CSR) to understand and apply ethics from social, economic, and environmental perspectives.

**Course Overview:**

In this course, you will explore the ethical considerations that guide and inform decisions, strategies, goals, products, services, and organizational leadership within the context of Corporate Social Responsibility (CSR).

You will learn applications and implementation of CSR in domestic and international settings, and assess the debates about CSR practices in light of socioeconomic, cultural, and political challenges to businesses looking to develop CSR programs. You will also evaluate case studies and practices in order to gain the skills for leading and developing sustainable business models that adhere to a code of behavior influenced by industry, organizational, national, and international standards.

**Course Learning Outcomes:**

1. Describe the evolution of business ethics and CSR and its role in business society both locally and globally.
2. Evaluate the relationship between an organization's mission, vision, leadership, ethics, and sustainability.
3. Examine the role stakeholders and consumers play in an organization's ethics and corporate social responsibility.
4. Apply the components of CSR to CSR program development.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus.

Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

Chandler, D. (2017). *Strategic corporate social responsibility: Sustainable value creation* (4th ed.). Thousand Oaks, CA: Sage Publications. ISBN:9781506310992

### Recommended:

Honeyman, R. (2014). *The B Corp Handbook: How to Use Business as a Force for Good*. Oakland, CA: Berrett-Koehler Publishers. ISBN:9781626560437

### Additional Required Course Materials or Web-based Tools/Applications:

HBR Simulation: Cesim Global Challenge: Strategy & International Business Simulation

**NOTE:** *All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.*

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Forums:**

Be sure to submit a substantive initial discussion post by Thursday at 11:59 p.m. MT and to reply to 2 or more peers with substantive responses by Sunday at 11:59 p.m. MT. A substantive initial discussion post completely answers the question presented and may add a thoughtful question pertaining to the topic. When replying to peer initial posts, discuss whether you agree with their actions, ask an inquisitive question, and recommend at least one alternative action based on the required readings, your own research, and personal experience. Substantive replies to your peers add to a discussion. Simply stating, "I agree" or "great response" is not substantive.

- **Critical Thinking Assignments:**

Assignments are due Sunday at 11:59 p.m. MT.

- **Portfolio Milestone and Portfolio Project Assignments:**

Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1: Business Ethics as the Foundation for Corporate Social Responsibility

## Required Readings

- Chapter 1 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 2 in *Strategic corporate social responsibility: Sustainable value creation*.
- Lauritsen, B. D., & Perks, K. J. (2015). The influence of interactive, non-interactive, implicit and explicit CSR communication on young adults' perception of UK supermarkets' corporate brand image and reputation. *Corporate Communications*, 20(2), 178–195.
- Malik, M. (2015). Value-enhancing capabilities of CSR: A brief review of contemporary literature. *Journal of Business Ethics*, 127(2), 419–438.
- Mewafarosh, R., & Naeem, F. (2016). Impact of business ethics and CSR on augmenting social responsibilities: A study of select companies. *Review of HRM*, 4(2), 11-14.

## Recommended Readings

- Brenkert, G. G. (2019). Mind the gap! the challenges and limits of (global) business ethics. *Journal of Business Ethics*, 155(4), 917-930.
- Cowan, K., & Guzman, F. (2018). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*. (To view this reading, please open the link provided and download the "PDF full text".)

## Discussion Forum (25 points)

## Critical Thinking Assignment (50 points)

### Option 1

The often-cited economist, Milton Friedman (1962), argued that “few trends could so thoroughly undermine the very foundation of our free society as the acceptance by corporate officials of social responsibility other than to make as much money for their stockholders as possible” (pp. 133-134). Friedman’s influence has been far-reaching in the fields of business and economics. This is important to understand in terms of the evolution of CSR. Taking this into account, address the following:

- Formulate two convincing arguments—one in support of Friedman’s assertion and one against it.
- Research two organizations—one that exemplifies Friedman’s exhortation for companies to focus only on stockholder wealth, and one that believes CSR is an integral part of an organization’s competitive advantage and success. Compare and contrast the two organizations.
- Provide three examples of organizations that show how Friedman’s admonition above, if taken literally, could be used to legitimize otherwise unethical behavior.

Your well-written paper must adhere to the following parameters:

- 4-5 pages in length, not including the title and reference pages.
- Cite six references, with at least four scholarly references. Remember, you must support your claims and/or assertions and prior knowledge with references. All facts must be supported, and all in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded. Formatted according to the CSU-Global Guide to Writing & APA Guidelines.

### Option 2

By definition, corporations are driven by profit and the goal to maximize shareholder wealth. That purpose is often cited as the primary reason why organizations cannot include CSR in their corporate strategy. Yet, there are many examples of leading multinational corporations (MNCs) that are engaging in socially responsible programs.

Read the case study from the textbook on Unilever (p. 154). Examine Unilever Global's Sustainable Living Plan and address the following:

- Why is it, or is it not, acceptable for a for-profit company to profit from poverty?
- Briefly outline Unilever's commitment to deliver products to people at the Bottom Of the Pyramid (BOP). Explain whether this plan is CSR, strategy, or both.

Your well-written paper must adhere to the following parameters:

- 4-5 pages in length, not including the title and reference pages.
- Cite six references, with at least four scholarly references. Remember, you must support your claims and/or assertions and prior knowledge with references. All facts must be supported, and all in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded. Formatted according to the CSU-Global Guide to Writing & APA Guidelines.

### **Portfolio Project Reminder (0 points)**

## **Module 2: Organizational, Economic, and Societal Influences in CSR**

### **Required Readings**

- Chapter 4 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 5 in *Strategic corporate social responsibility: Sustainable value creation*.
- Kim, S. (2019). The process model of corporate social responsibility (CSR) communication: CSR communication and its relationship with consumers' CSR knowledge, trust, and corporate reputation perception. *Journal of Business Ethics, 154*(4), 1143-1159.
- Parcha, J. M. (2017). How much should a corporation communicate about corporate social responsibility? Reputation and amount of information effects on stakeholders' CSR-induced attributions. *Communication Research Reports, 34*(3), 275–285. (To view this reading, please open the link provided and download the "PDF full text".)
- Thijssens, T. J., Bollen, L. H., & Hassink, H. (2015). Secondary stakeholder influence on CSR disclosure: An application of stakeholder salience theory. *Journal of Business Ethics, 132*(4), 873-891.

### **Recommended Readings**

- Baskentli, S., Sen, S., Du, S., & Battacharya, C. B. (2019). Consumer reactions to corporate social responsibility: The role of CSR domains. *Journal of Business Research, 95*, 502-513. (To view this reading, please open the link provided and download the "PDF full text".)
- Charbel, G. F., & Hala, K. Y. (2017). A systematic literature review of responsible leadership. *Journal of Global Responsibility, 8*(2), 281-299.
- Popa, M., & Salanta, I. (2015). The social responsibilities of stakeholders who can and should influence the organizations' socially responsible behavior. *Managerial Challenges of a Contemporary Society, 8*(1), 15-24.

### **Discussion Forum (25 points)**

### **Critical Thinking Assignment (80 points)**

#### **Option 1**

Numerous class action suits have been filed against WalMart Stores, Inc. (WMT), the world's largest retailer, for a myriad of reasons including employment discrimination, bribery, and more. In light of intense criticism of its business ethics and CSR practices, Walmart actively promotes its corporate ethics statement and sustainability practices.

Write a paper that analyzes Walmart from the perspective of a potential shareholder interested in investing:

- First, read the organization's Statement of Purpose under Our Business.
- Next, read Global Ethics and Compliance.
- Analyze the organization's stock performance and financial history over the past five years on Bloomberg, Standard & Poor's, or another financial site. Incorporate six sources into your paper.
  - At least two sources should be scholarly articles about Walmart or WalMart Stores, Inc., one of which must be about the firm's international business.
  - At least two other sources should be articles from business (trade) publications about Walmart or WalMart Stores, Inc.
- Evaluate the firm's commitment to accomplishing its CSR goals globally based on the following:
  - From a stakeholder perspective, would you invest in Wal-Mart Stores, Inc. stock? Defend your position using research.
  - What do you see as the organization's greatest strength and greatest weakness globally relative to its sustainability practices? Defend your position using research.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six references, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the CSU-Global Guide to Writing & APA Guidelines.

## **Option 2**

Global organizations are closely watched by stakeholders, including employees, suppliers, investors, customers, the media, and boards of directors. The issue of trust is tied to the company's reputation, which, once damaged by irresponsible actions, is difficult to repair.

Assume you have been asked to make a virtual presentation on the role of stakeholder trust. Your job is to create a slide presentation for a group of industry leaders from around the world. Using the following article as your starting point, and employing specific recent examples (2015 or later) of organizations that have damaged their reputations due to specific incidences of mismanagement and poor decisions, complete the following:

- Read the following article on the issue of stakeholder trust:  
Bonime-Blanc, A. (2014, May 8). The global ethicist: Risk and opportunity – The role of stakeholder trust. Retrieved from

<http://www.ethicalcorp.com/stakeholder-engagement/globalethicist-risk-and-opportunity-role-stakeholder-trust>

- Evaluate the influence of stakeholder trust on at least two of the organizations
- Assess the importance of reputation to the long-term viability of at least two of the organizations
- Recommend five specific steps these organizations could take to avoid loss of reputational stature due to unethical behavior.

Your well-crafted 3-5 minute presentation, must include 4-7 slides, not including the title and reference slides, and audio. Please include six references, at least four being scholarly/peer-reviewed discovered through the CSU-Global library. You may use the readings in the module; however, you must include two additional sources. Review the grading rubric for this assignment, to understand exactly how you will be graded. Contact your instructor if you have questions about the assignment.

### **Portfolio Project Milestone Reminder (0 points)**

### **Module 3: Module Title: Stakeholder Engagement in CSR: Implementation and Policy**

#### **Required Readings**

- Chapter 7 in *Strategic corporate social responsibility: Sustainable value creation*.
- Fontrodona, J., Ricart, J. E., & Berrone, P. (2018). Ethical challenges in strategic management: The 19th IESE international symposium on ethics, business and society. *Journal of Business Ethics*, 152(4), 887-898.
- Guibert, L., & Roloff, J. (2017). Stakeholder dialogue: Strategic tool or wasted words? *The Journal of Business Strategy*, 38(5), 3-11.
- Pérez, A. (2015). Corporate reputation and CSR reporting to stakeholders. *Corporate Communications: An International Journal*, 20(1), 11-29.
- Rangan, K., Chase, L., & Karim, S. (2015). The truth about CSR. *Harvard Business Review*, 93(1/2), 40-49. (To view this reading, please open the link provided and download the "PDF full text".)

#### **Recommended Readings**

- Lee, E., Lee, H. J., Pae, J., & Park, S. (2016). The important role of corporate social responsibility capabilities in improving sustainable competitive advantage. *Social Responsibility Journal*, 12(4), 642-653.
- Soo Lim, J., & Greenwood, C. (2017). Communicating corporate social responsibility (CSR): Stakeholder responsiveness and engagement strategy to achieve CSR goals. *Public Relations Review*, 43(4), 768-776. (To view this reading, please open the link provided and download the "PDF full text".)

### **Discussion Forum (25 points)**

#### **Critical Thinking Assignment (80 points)**

##### **Option 1**

Organizational missions and visions are supposed to be a reflection of corporate ethics and values. However, sometimes their actual practices do not follow such statements. Just as with greenwashing, such organizations are blamed for practicing “social washing” or “impact washing”. Their activities may not be aligned with the organizational strategy and CSR could be just a cover for its most unpopular practices.

- Choose a URL for an advertisement or promotional piece that is available for view online.

- Analyze this promotional campaign in detail, following the organization's mission and vision statement to see how it aligns with its core values.
- Examine whether this organization could be blamed for greenwashing/social washing from different stakeholders perspectives.
- Present a summarized version of how you would improve (if needed) such campaign and align it with a more strategic CSR view.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the CSU-Global Guide to Writing & APA Guidelines.

### **Option 2**

When organizations engage in CSR policies and activities, it should add to its long-term value and competitive advantage. This has also been called the business case for CSR, underlining the importance to incorporate such practices into the organization's strategy.

- Read the article *The Comprehensive Business Case for Sustainability* (<https://hbr.org/2016/10/the-comprehensive-business-case-for-sustainability>) in which The authors present six ways in which sustainable practices can lead to competitive advantage.
- Select an organization you know in depth to analyze how they could benefit (or have benefited) from engaging in CSR practices in the long term. (it does not have to cover all 6, but at least 2 of them).
- Using the Canvas model to build business models, design a business model for your chosen organization, filling in the blanks in the chart found in D'Souza, Austin. (2013). *Business Model Canvas* (available at the CSU-Global Library: <https://research.hanze.nl/en/activities/business-model-canvas-3>). Here you will find a set example that will help with your analysis.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the CSU-Global Guide to Writing & APA Guidelines.

### **Portfolio Project Milestone (25 points)**

#### **Option #1: Case Study on Corporate Social Responsibility (CSR)**

Submit a 1-page summary on the global Fortune 500 company you have chosen as the subject of your Portfolio Project. Include the name, stock symbol, and headquarters location of the firm, and explain your reason for selecting it. Describe how you intend to use the findings from your research.

## Option #2: A Corporate Social Responsibility Consultation

Submit a 1-page summary on the importance of a Global Ethics Director for companies. Submit a 1-page summary on the importance of a Global Ethics Director for companies.

## Module 4: CSR from a Global Business Perspective

### Required Readings

- Chapter 2 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 5 in *Strategic corporate social responsibility: Sustainable value creation*.
- Kim, C., Kim, J., Marshall, R., & Afzali, H. (2018). Stakeholder influence, institutional duality, and CSR involvement of MNC subsidiaries. *Journal of Business Research*, 91, 40-47. (To view this reading, please open the link provided and download the "PDF full text".)
- Zinenko, A., Rovira, M. R., & Montiel, I. (2015). The fit of the social responsibility standard ISO 26000 within other CSR instruments. *Sustainability Accounting, Management and Policy Journal*, 6(4), 498-526.
- Zyglidopoulos, S., Williamson, P., & Symeou, P. (2016). The corporate social performance of developing country multinationals. *Business Ethics Quarterly*, 26(3), 379–406. (To view this reading, please open the link provided and download the "PDF full text".)

### Recommended Readings

- Rathert, N. (2016). Strategies of legitimation: MNEs and the adoption of CSR in response to host-country institutions. *Journal of International Business Studies*, 47(7), 858-879.
- Soundararajan, V., & Brown, J. A. (2016). Voluntary governance mechanisms in global supply chains: Beyond CSR to a stakeholder utility perspective. *Journal of Business Ethics*, 134(1), 83-102.

### Discussion Forum (25 points)

### Critical Thinking Assignment (80 points)

#### Option 1

Companies doing business internationally deal with complex sourcing and supply chain issues. Unfortunately, many multinational corporations have failed to include CSR practices in their global operations. Due to a number of international human rights disasters resulting from lack of supply chain auditing, corporations are rapidly becoming more transparent and are adopting globally accepted codes of conduct.

Read the case of Apple and Foxconn (pg. 269) in the textbook. In a well-written paper, respond to the following issues:

- Explain why a firm is responsible for its supply chain. If the answer is that a firm is not responsible, discuss an organization that exemplifies this. If the answer is that the firm is responsible, how far down the supply chain does this extend (i.e., to immediate suppliers, the suppliers' suppliers, or beyond)? Support all claims or assertions with scholarly research according to the CSU-Global Guide to Writing & APA Guidelines.
- Why does Apple continue to source its production to overseas firms such as Foxconn? What advantages, if any, does this generate for Apple? What are the disadvantages, if any, that result from this relationship? How could Apple have avoided the threats identified? Overall, do the

benefits of Apple's decision outweigh the costs? Support your opinions with scholarly research according to the CSU-Global Guide to Writing & APA Guidelines.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the CSU-Global Guide to Writing & APA Guidelines.

## **Option 2**

Supply chain management is an essential part of an organization's operation. Profitability is often driven by supply chain decisions, from raw materials sourcing to the production of finished goods.

Read the following case to learn about some of the issues organizations face when trying to implement a sustainability agenda in their ongoing supply chain operations:

- Implementing Sustainability in the Global Supply Chain – The Case of Grundfos (<https://sk-sagepub-com.csuglobal.idm.oclc.org/cases/download/implementing-sustainability-global-supply-chain-grundfos?format=case>)

After reading the case, locate another manufacturing company through an internet search and address the following questions in a Video presentation:

- List the key actors and the key elements of value chain configuration at the manufacturer you have found.
- In what way does your found company compare to Grundfos and how each company can influence sustainability implementation?

Describe the supporting capabilities and mechanisms required for the emerging sustainable value chain configuration in both your newfound company as compared to Grundfos. How did each company transition towards a sustainable company?

Your well-crafted 4-7 minute presentation will be recorded via video or audio. If you choose a PowerPoint presentation with audio you must include 4-7 slides, not including the title and reference slides. Please include six references, at least four being scholarly/peer-reviewed discovered through the CSU-Global library. You may use the readings in the module; however, you must include two additional sources. Review the grading rubric for this assignment, to understand exactly how you will be graded. Contact your instructor if you have questions about the assignment.

Employ good design elements in your presentation, including images, the effective use of color, charts and other visual illustrations of key points, and video or audio. In other words, do not submit slides with *only* text and bulleted lists. You can find additional helpful guides on making presentations in the CSU-Global Library.

Format your entire presentation according to the CSU-Global Guide to Writing & APA Guidelines. Review the Module 4 Critical Thinking Assignment rubric for full details on how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

## Module 5: Ethical Consumption and CSR

### Required Readings

- Chapter 11 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chen, X. (2017). Bridging corporate social responsibility and consumers' corporate brand evaluations-understanding consumers' psychological processes. *Journal of Research for Consumers*, (31), 1-24.
- Gürhan-Canli, Z., Sarial-Abi, G., & Hayran, C. (2018). Consumers and brands across the globe: Research synthesis and new directions. *Journal of International Marketing*, 26(1), 96–117. (To view this reading, please open the link provided and download the "PDF full text".)
- Kim, S. (2019). The process model of corporate social responsibility (CSR) communication: CSR communication and its relationship with consumers' CSR knowledge, trust, and corporate reputation perception. *Journal of Business Ethics*, 154(4), 1143-1159.
- Rodriguez, O., & Bharadwaj, S. (2017). Competing on social purpose: Brands that win by tying mission to growth. *Harvard Business Review*, 95(5), 94–101. (To view this reading, please open the link provided and download the "PDF full text".)

### Recommended

- Boyd, E., McGarry, M., & Clarke, T. (2016). Exploring the empowering and paradoxical relationship between social media and CSR activism. *Journal of Business Research*, 69(8), 2739-746.
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research*, 68(2), 341–350. (To view this reading, please open the link provided and download the "PDF full text".)

### Discussion Forum (25 points)

### Critical Thinking Assignment (80 points)

#### Option 1

CSR is no longer an ancillary practice for corporations that compete in the global marketplace. Consumers across the world are demanding that, beyond the brand, companies demonstrate CSR company-wide and engage in ethical and sustainable practices in all or many facets of their operations.

Before we can develop an effective CSR measure, all costs need to be included in the production process. This is achieved via the concept of lifecycle pricing. Read the case study, Lifecycle Pricing (p.192-195), in your textbook.

In a well-written paper, answer the following questions:

- What is the significance of the product lifecycle in lifecycle pricing for companies that promote CSR?
- What are the implications for a firm's reputation when there is a dichotomy between the final consumer product and the inputs to its production?
- Describe two examples of companies that, in the past, have not always paid attention to the product life cycle of their brands. What should they have done differently to be socially responsible?
- Describe five steps to take as a leader in a global company to ensure that it is engaging in ethical and sustainable practices.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the CSU-Global Guide to Writing & APA Guidelines.

### **Option 2**

Sustainability is emerging as a market driver for companies with the potential to grow profits and to increase opportunities for value creation. The growth of a sustainable and ethical business depends on consumer support. Socially responsible consumer behaviour has proved to be a force to reckon when ensuring organization's survival.

In your textbook, have a look at the six certification logos at the end of p. 198. For this assignment, assume you have been asked to research and evaluate the value of each of these brands and discuss the following questions:

- Which of these logos do you recognize? Do you know what they measure? If not, please do an online research about them so you can answer the following,
- As a consumer, if you wanted to buy a product and one brand had one of these logos attached and another didn't, would it affect your purchase decision? As an investor, what would be the attractiveness of investing in brands showing one of these logos from both an ethical and financial perspective?
- Which approach would you use if a major client wanted you to demonstrate your CSR commitment? Explain the industry, target market and communication strategy of your organization.

Your well-crafted 3-5 minute presentation, must include 4-7 slides, not including the title and reference slides, and audio. Please include six references, at least four being scholarly/peer-reviewed discovered through the CSU-Global library. You may use the readings in the module; however, you must include two additional sources. Review the grading rubric for this assignment, to understand exactly how you will be graded. Contact your instructor if you have questions about the assignment.

Employ good design elements in your presentation, including images, the effective use of color, charts and other visual illustrations of key points, and video or audio if available. In other words, do not submit slides with only text and bulleted lists. You can find additional helpful guides on making presentations in the CSU-Global Library

Below is a link to help support your Video Presentation Development. Please refer to it with any questions you have regarding virtual presentations ([https://csuglobal.libguides.com/c.php?g=839210&p=6451978#Recording\\_Your\\_Visual\\_Presentation](https://csuglobal.libguides.com/c.php?g=839210&p=6451978#Recording_Your_Visual_Presentation)).

Format your entire presentation according to the CSU-Global Guide to Writing & APA Guidelines.

Review the Module 5 Critical Thinking Assignment rubric for full details on how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

## Module 6: Measuring CSR Locally and Globally

### Required Readings

- Chapter 9 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 13 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chen, L., Feldmann, A., & Tang, O. (2015). The relationship between disclosures of corporate social performance and financial performance: Evidences from GRI reports in manufacturing industry. *Journal of Production Economics*, 170(B), 445–456. (To view this reading, please open the link provided and download the "PDF full text".)
- Vigneau, L., Humphreys, M., & Moon, J. (2015). How do firms comply with international sustainability standards? Processes and consequences of adopting the global reporting initiative. *Journal of Business Ethics*, 131(2), 469-486.

### Recommended

- Charlo, M. J., Moya, I., & Muñoz, A. M. (2015). Sustainable development and corporate financial performance: A study based on the FTSE4Good IBEX index. *Business Strategy & the Environment*, 24(4), 277–288. (To view this reading, please open the link provided and download the "PDF full text".)
- Rodriguez-Fernandez, M. (2016). Social responsibility and financial performance: The role of good corporate governance. *Business Research Quarterly*, 19(2), 137–151. (To view this reading, please open the link provided and download the "PDF full text".)

### Discussion Forum (25 points)

### Critical Thinking Assignment (80 points)

#### Option 1

A key challenge with CSR is determining the ways in which companies measure, represent, and report on their ethical and sustainable programs and activities. Although there are national and global best practices for ethical behavior by corporations, there is no single national or universal index used by all.

As a potential socially responsible investor, you're interested in learning more about a company's CSR and sustainability practices. To that end, you are planning to perform due diligence before making a decision about whether or not to invest in a company. Select one Multi-National Company (MNC) and read its annual CSR report. Then address the following:

- Compare and contrast the company's CSR report using the Dow Jones Sustainability Indexes and The Global 100, which measure the CSR practices of corporations. Evaluate the usefulness of these two indices for your research on the MNC's CSR practices by critiquing the credibility and limitations of each.
- Generate a report about the company's CSR performance and strategies based on your analysis. Support and cite your analysis with facts drawn from your research.

Your well-written paper must adhere to the following parameters:

- Be 4-5 pages in length, not including the title and reference pages.
- Be supported by six, with at least four scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list.
- Review the grading rubric within this assignment for more detail on how this assignment will be graded.
- Be formatted according to the [CSU-Global Guide to Writing & APA Guidelines](#).

## Critical Thinking Option 2

There are many reasons why companies become more socially responsible, not the least of which is the competitive advantage gained by being noted for CSR actions.

- Choose one of Forbes' "10 Most Admired Companies" and read the company's annual CSR report.
- Decide whether or not the company is following exemplary CSR practices, and devise and defend a plan that you, as a leader, could implement to bring it in line with the highest CSR principles.
- Why is a CSR program important? (Hint: remember that you are trying to convince your leadership group to support a CSR program.)

Your well-crafted 3-5 minute presentation must include 4-7 slides, not including the title and reference slides, and audio. Please include six references, at least four being scholarly/peer-reviewed discovered through the CSU-Global library. You may use the readings in the module; however, you must include two additional sources. You can find additional helpful guides on making presentations in the CSU-Global Library. Format your entire presentation according to the CSU-Global Guide to Writing & APA Guidelines.

Review the grading rubric for this assignment, to understand exactly how you will be graded. Contact your instructor if you have questions about the assignment.

## Portfolio Project Reminder (0 points)

## Module 7: Strategic Corporate Social Responsibility

### Required Readings

- Chapter 10 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 14 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chen, Y. R., Hung-Baesecke, C. F., Bowen, S. A., Zeffass, A., Stacks, D. W., & Boyd, B. (2018). The role of leadership in shared value creation from the public's perspective: A multi-continental study. *Public Relations Review*. (To view this reading, please open the link provided and download the "PDF full text".)
- Longoni, A., & Cagliano, R. (2018). Sustainable innovativeness and the triple bottom line: The role of organizational time perspective. *Journal of Business Ethics*, 151(4), 1097-1120.
- Marques-Mendes, A., & Santos, M. J. (2016). Strategic CSR: An integrative model for analysis. *Social Responsibility Journal*, 12(2), 363-381.

### Recommended Readings

- Ahen, F., & Zettinig, P. (2015). Critical perspectives on strategic CSR: What is sustainable value co-creation orientation? *Critical Perspectives on International Business*, 11(1), 92-109.
- de los Reyes Jr., G., Scholz, M., & Smith, N. C. (2017). Beyond the "Win-Win": Creating shared values requires ethical frameworks. *California Management Review*, 59(2), 142-167. (To view this reading, please open the link provided and download the "PDF full text".)
- Visser, W., & Kymal, C. (2015). Integrated value creation (IVC): Beyond corporate social responsibility (CSR) and creating shared value (CSV). *Journal of International Business Ethics*, 8(1), 29-43, 77-78.

## Discussion Forum (25 points)

## Module 8: The Role of Organizational Leadership in Business Ethics

## Required Readings

- Chapter 14 in *Strategic corporate social responsibility: Sustainable value creation*.
- Chapter 15 in *Strategic corporate social responsibility: Sustainable value creation*.
- Bonsu, S., & Twum-Danso, E. (2018). Leadership style in the global economy: A focus on cross-cultural and transformational leadership. *Journal of Marketing and Management*, 9(2), 37-52.
- Cai, Y., Pan, C. H., & Statman, M. (2016). Why do countries matter so much in corporate social performance? *Journal of Corporate Finance*, 41, 591–609. (To view this reading, please open the link provided and download the "PDF full text".)
- Epstein, M. J., Buhovac, A. R., & Yuthas, K. (2015). Managing social, environmental and financial performance simultaneously. *Long Range Planning*, 48(1), 35–45. (To view this reading, please open the link provided and download the "PDF full text".)

## Recommended

- Bansal, P., Jiang, G., & Jung, J. (2015). Managing responsibly in tough economic times: Strategic and tactical CSR during the 2008–2009 global recession. *Long Range Planning*, 48(2), 69–79. (To view this reading, please open the link provided and download the "PDF full text".)
- Li, F., Wang, X., & Kashyap, R. (2017). Corporate sustainability in emerging markets: The role of managers' moral foundations and cultural traditions. *Journal of Leadership, Accountability and Ethics*, 14(4), 64-73.

## Discussion Forum Question (25 points)

### Portfolio Project (325 points)

#### Option 1: Case Study on Corporate Social Responsibility (CSR)

CSR is an evolving concept and a set of practices. There are increasingly more standards and guidelines for companies to follow, but there remain many differences among companies in how sustainability practices are employed and deployed. As a leader and as a student of sustainability, you must learn to sort, prioritize, and negotiate among CSR desires and needs in order to balance these with what is possible and ethical.

You will create a case study on an organization that is listed in the 2016 Fortune 500 Global Index that addresses the following.

- Create a description of your organization that provides the reader with its Fortune rank, type of industry, its Global Standard Industrial Classification (GSIC), CEO name, number of employees, headquarters, number of offices globally, reported sales and organization performance over the last fiscal year (including data from Standard & Poor's and one other source).
- Evaluate the organization's CSR position. Incorporate evidence of its compliance with or violation of CSR principles, including information from the organization's website and two sources external to the company. (Note: These two external sources are not considered part of the five scholarly sources that are required for this assignment.) Incorporate the ranking of the organization's CSR and sustainability practices from at least two rating sources, including one non-profit or NGO source. (Note: These two rating sources are not considered part of the five scholarly sources that are required for this assignment.)
- Evaluate the organization's strengths, weaknesses, opportunities, and threats, using the SWOT model, relative to its CSR and sustainability performance.
- Devise a concluding plan that provides your opinion of the organization's overall level of social responsibility.

Your well-written paper must adhere to the following parameters:

- 8-10 pages in length, not including the title and reference pages
- Supported by twelve references, with at least ten scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list
- Review the grading rubric, which can be found in the Module 8 folder
- Formatted according to the CSU- Global Guide to Writing & APA Guidelines.

### **Option 2: A Corporate Social Responsibility (CSR) Consultation**

You are an international consultant and have been asked to help a large multinational organization develop the criteria for a new position: Global Ethics Director (GED). Your paper will be given to the CEO and senior leadership representatives from five countries where the organization has offices. These countries are: the United States, Denmark, South Africa, New Zealand, and Brazil.

Assume that your Multi-National Company (MNC) has experienced negative press for its poor sustainability and ethics record in the past. Create a logical scenario and describe what the MNC did poorly, the impact of that poor performance, and what needs to be corrected. Base your answers to the following on that scenario:

- Assess the potential role of the GED in each of the MNC's locations, above. To do so, you will be need to analyze why and how this role is critically important to the MNC.
- What credentials and experience do you recommend be required for the GED position, keeping in mind the cultural and socio-political differences among the five countries.
- Devise a plan for how the new GED should establish and maintain relationships with each of the MNC's international offices.
- Formulate performance metrics for the position and describe how the position will be monitored.

Your well-written paper must adhere to the following parameters:

- 8-10 pages in length, not including the title and reference pages
- Supported by twelve references, with at least ten scholarly references. Remember, you must support your thinking/opinions and prior knowledge with references; all facts must be supported; in-text references used throughout the assignment must be included in an APA-formatted reference list
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<b>Grading Scale</b>	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6

B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

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## **COURSE POLICIES**

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### **Course Grading**

20% Discussion Board (200 points)

45% Critical Thinking (450 points)

35% Portfolio (350 points)

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## **IN-CLASSROOM POLICIES**

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For information on late work and incomplete grade policies, please refer to our **In-Classroom Student Policies and Guidelines** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for a percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic,

religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.

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If you have concerns about something that has been said, please let your instructor know.