1. KentVision Code and title of the module

BUSN9085 Corporate Social Responsibility and Sustainability Management

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Spring Term

## Prerequisite and co-requisite modules and/or any module restrictions

N/A

## The course(s) of study to which the module contributes

Compulsory to the following courses:

Masters of Business Administration

Optional to the following courses:

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Critically analyse the concept and key elements of Corporate Social Responsibility (CSR) and Sustainability Management, its role in strategic decision making and its links to the broader issues of innovation, creation and growth of new ventures, sustainable organisational performance.

8.2 Systematically apply a range of tools and frameworks to assess the design, implementation and management of CSR in organisations to develop requisite knowledge and practical skills needed for the current global business environment.

8.3 Demonstrate a comprehensive understanding of theories of leadership, change management and ethical and responsible approaches to people management needed for the implementation and evaluation of CSR in contemporary organisations.

8.4 Demonstrate critical awareness of the wider issues of CSR and Business Ethics and engage with complex sustainability related business issues that affect key stakeholders and are needed by ethical and responsible business managers.

1. The intended generic learning outcomes.  
   On successfully completing the module students will be able to:

9.1 Critically analyse complex issues systematically and creatively.

9.2 Comprehensively understand and self-manage work in a complex and interdisciplinary context.

9.3 Plan and implement solutions that can deliver actionable results to tackle and solve problems.

9.4 Learn through reflection and to develop new skills to a high level.

9.5 Communicate effectively to a variety of audiences and/or using a variety of methods

1. A synopsis of the curriculum

In this module, students learn about adopting the perspective of studying Corporate Social Responsibility (CSR) and sustainability management within the context of corporate strategy. Students have the opportunity to familiarise themselves with essential readings and case studies in CSR to enable them recognise key issues raised by stakeholder groups such as shareholder activism; socially responsible investment; employee discrimination; working conditions; ethical issues in marketing; management; consumer protection; gifts/ bribes; accountability; collaboration with civil society organisations, and corruption of governmental actors. This module enables students to build an understanding of contemporary ethical and social issues in business by highlighting the importance of a collaborative approach with internal and external stakeholder groups. This module will prepare students for practising socially responsible management by embracing reflection as a core skill to make sense of societal changes.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 114

Contact Hours: 36

Total: 150

## Assessment methods

* 1. Main assessment methods

Group Narrative coursework (1,500 words) (30%)

Individual Report (2,000 words) (70%)

13.2 Reassessment method

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Lectures and Seminars* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Preparation* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Independent Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Group Presentation* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Individual Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

In introducing Corporate Social Responsibility, a key context used in the discussion is globalisation. This is because Multi-National Corporations are at the centre of the public’s criticism of globalisation. It is within this context that Responsibility and Accountability agenda such as UN Global Compact and responses to Social and Environmental obligations are discussed within the international agenda.

CSR approaches from the explicit and implicit perspectives are also introduced as different countries usually have tendencies to adopt different models because of institutional structures, societal expectations and corporate cultures.

Business Ethics also varies across the world and this is evident in three main areas: Culture, Law and Accountability. As such, relevant differences in mainstream Business Ethics debate in Europe, North America and Asia needs to be highlighted in terms of ethical theories development, implementation and management in practice.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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