



## Graduate Course Syllabus

### CSR 510: Strategic Corporate Social Responsibility

Center: Online

#### Course Prerequisites

None

#### Course Description

Businesses are increasingly integrating corporate social responsibility strategies into every functional domain. Financial, social, ethical and environmental issues are all part of a proactive approach to corporate social responsibility management. This course focuses on strategic CSR, defined as corporate strategy that is integrated with core business objectives and competencies to create positive social change and business value. Students will leave this class armed with a tool set of best strategic practices and the skills to analyze, develop, and make recommendations for implementing strategic CSR in their own companies and industries.

#### Course Outcomes

- Identify the competencies required to create positive social change and business value
- Define the dimensions of character, citizenship, and ethical decision making as they relate to social Responsibility
- Outline social responsibility's alignment and integration in today's business strategy, corporate governance, risk management, and business culture
- Identify important stakeholder relationships and skills required to engage and influence each
- Define the difference between philanthropy, corporate social responsibility, and sustainable business Practices
- Identify the approaches and benefits of a triple bottom line approach to economic and social viability

#### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with

support if you have problems.

*Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts*

Epstein, Marc J. and Adriana Rejc Buhovac

2<sup>nd</sup> Edition

2014

Berrett-Koehler Publishers

ISBN: 978-1-60994-993-8

*For the Common Good: The Ethics of Leadership in the 21st Century*

Knapp

2007

Praeger Publishers Inc.

ISBN: 978-0-275-99259-0

**Harvard Business Review Coursepack**

<http://cb.hbsp.harvard.edu/cbmp/access/72853816>

1. Ben W. Heineman, *Avoiding Integrity Land Mines*, Harvard Business School, April 2007
2. Lynn Sharp Paine, *Managing for Organizational Integrity*, Harvard Business School, March 1994
3. Joseph L. Badaracco, Jr., *The Discipline of Building Character*, Harvard Business School, January 2006
4. Simon Zadek, *The Path to Corporate Responsibility*, Harvard Business School, December 2004
5. Michael E. Porter and Mark R. Kramer, *The Competitive Advantage of Corporate Philanthropy*, Harvard Business School, December 2002
6. Ram Nidumolu, C. K. Prahalad, and M. R. Rangaswami, *Why Sustainability Is Now the Key Driver of Innovation*, Harvard Business School, September 2009
7. Gardiner Morse, *On The Horizon: Six Sources of Limitless Energy*, Harvard Business School, September 2009
8. President Bill Clinton, *Creating Value in An Economic Crisis*, Harvard Business School, September 2009
9. Jeffrey R. Immelt, Vijay Govindarajan, and Chris Trimble, *How GE Is Disrupting Itself*, Harvard Business School, October 2009
10. Michael E. Porter and Mark R. Kramer, *Creating Shared Value*, Harvard Business School, January/February 2011

Review [these instructions](#) to purchase the Harvard Business Review coursepack and get started in your course.

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

### **Grade Distribution**

<b>Assignment Category</b>	<b>Number of Graded Items</b>	<b>Point Value per Item</b>	<b>Total Points</b>
Discussions	11	12	132
Group Discussions	6	12	72
Company Paper	2	80	160
Short Papers	2	80	160
Journal Posts	Summative	120	120
Individual Research Paper	Summative	244	244
Midterm Exam	1	100	100
		<b>Total Course Points:</b>	988

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

### **University Grading System: Graduate**

Total Points. 988				
Grade	Numerical Equivalent	Points	Points Equivalent	
			Lower	Upper
A	93-100	4.00	919	988
A-	90-92	3.67	889	918
B+	87-89	3.33	860	888
B	83-86	3.00	820	859
B-	80-82	2.67	790	819
C+	77-79	2.33	761	789
C	73-76	2.00	721	760
F	0-72	0.00	0	720
I	Incomplete			
IF	Incomplete/Failure*			
W	Withdrawn			

\*Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each week.

Module	Topics and Assignments
1	<p>The Need for Social Responsibility</p> <p>Reading: <i>For the Common Good, Chapter 1</i></p> <p>1-1 Discussion: The Need for Social Responsibility</p> <p>1-2 Paper: Individual Research Paper</p> <p>1-3 Short Paper: Begin Short Paper No. 1</p>
2	<p>Transparency: Towards a Responsible Society</p> <p>Reading: <i>Making Sustainability Work, Chapter 1</i></p> <p>2-1 Discussion: Transparency: Towards a Responsible Society</p> <p>2-2 Group Discussion: Company Paper No. 1</p> <p>2-3 Journal: Importance of Stakeholder Relationships</p> <p>2-4 Short Paper: Continue Work</p> <p>2-5 Individual Research Paper: Continue Work</p>

3	<p>Ethics: The Ends and the Means are Inseparable</p> <p>Reading: <i>For the Common Good, Chapter 3</i></p> <p>3-1 Discussion: Superficial vs. Genuine approaches to CSR</p> <p>3-2 Group Discussion: Company Paper No. 1</p> <p>3-3 Journal: Performance, Accountability, and Transparency</p> <p>3-4 Company Paper No. 1: Continue Work</p> <p>3-5 Short Paper No. 1: Submit</p> <p>3-6 Individual Research Paper: Continue Work</p>
4	<p>Values: A Question of Character</p> <p>Reading: <i>For the Common Good, Chapter 6</i></p> <p>4-1 Discussion: Values and Beliefs</p> <p>4-2 Group Discussion: Company Paper No. 1</p> <p>4-3 Journal: Values: A Question of Character</p> <p>4-4 Company Paper No. 1: Continue Work</p> <p>4-5 Individual Research Paper: Continue work</p>
5	<p>Citizenship: The Greater Good</p> <p>Reading: <i>For the Common Good, Chapter 3</i></p> <p>5-1 Discussion: Stages of Corporate Citizenship</p> <p>5-2 Journal: Citizenship: The Greater Good</p> <p>5-3 Company Paper No. 1: Submit</p> <p>5-4 Short Paper No. 2: Begin Work</p> <p>5-5 Individual Research Paper: Continue Work</p>
6	<p>Triple Bottom Line: Costing, Investment, and Risk</p> <p>Reading: <i>Making Sustainability Work, Chapters 4 and 5</i></p> <p>6-1 Discussion: Corporate Suitability</p> <p>6-2 Group Discussion: Company Paper No. 2</p> <p>6-3 Journal: Triple Bottom Line: Costing, Investment, and Risk</p> <p>6-4 Exam: Midterm</p> <p>6-5 Short Paper No. 2: Continue Work</p> <p>6-6 Company Paper No. 2: Begin Work</p> <p>6-7 Individual Research Paper: Continue Work</p>
7	<p>Strategy and Implementation</p> <p>Reading: <i>Making Sustainability Work, Chapter 3</i></p> <p>7-1 Discussion: Philanthropy vs. CSR</p> <p>7-2 Group Discussion: Company Paper No. 2</p> <p>7-3 Journal: Strategy and Implementation</p> <p>7-4 Short Paper No. 2: Submit</p> <p>7-5 Company Paper No. 2: Continue Work</p> <p>7-6 Individual Research Paper: Continue Work</p>

8	Leadership: Servant and Steward Reading: <i>Making Sustainability Work, Chapter 2</i> Reading: <i>For the Common Good, Chapter 4</i> 8-1 Discussion: Relations and Responsibility 8-2 Group Discussion: Company Paper No. 2 8-3 Journal: Leadership: Servant and Steward 8-4 Company Paper No. 2: Continue Work 8-5 Individual Research Paper: Continue Work
9	Responsibility: Human Rights and the Environment Reading: <i>For the Common Good, Chapter 7</i> 9-1 Discussion: Environmental Responsibilities 9-2 Journal: Responsibility: Human Rights and the Environment 9-3 Company Paper No. 2: Submit 9-4 Group Evaluation Form: Submit 9-5 Individual Research Paper: Finalize
10	Improving Processes and Sustainability Reading: <i>Making Sustainability Work, Chapters 8 and 10</i> 10-1 Discussion: Performance and Processes 10-2 Discussion: Globalization and Sustainability 10-3 Individual Research Paper: Submit

### Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

### Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

### SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

### Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as

possible. We will work with you and your instructor to address needs and concerns. We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services.

SNHU does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, citizenship, marital status, gender identity or expression, sexual orientation, veteran/military status, or genetic information in its programs and activities. Requests for disabilities accommodations within COCE should be directed to:

Disability Resource Center (DRC)

(866) 305-9430

(877) 520-8916 (fax)

[drc@snhu.edu](mailto:drc@snhu.edu)

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns. We look forward to hearing from you.

Complaints regarding discrimination and accommodations should be directed to:

(603) 645-9664

(603) 645-9717 (fax)

[adacompliance@snhu.edu](mailto:adacompliance@snhu.edu)

### **Academic Honesty Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

### **Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

### **SNHU College of Online and Continuing Education Withdrawal Policy**

Review the [full withdrawal policy](#).

### **Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).

**Assessment Calibration and Student Work Samples**

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please contact the assessment calibration administrator at [assessmentcalibration@snhu.edu](mailto:assessmentcalibration@snhu.edu). See [this document](#) for more information.