

Corporate Social Responsibility and Sustainability (60h – 9CFU)

Prof. Paolo Carbone (Juridical Module)

paolo.carbone3@uniroma3.it

Prof. Pasquale De Muro (Economic Module)

pasquale.demuro@uniroma3.it

Prof. Maria Francesca Renzi (Managerial Module)

mariafrancesca.renzi@uniroma3.it

Course learning objectives and skill acquisition

Since many years the debate on "Corporate Social Responsibility" (CSR) and "Sustainable Development" (SD) takes center stage for companies, institutions, consumers, labor unions, and NGOs, which consider corporations as pro-active agents for the pursuit of sustainable development intended as an enhancement of the of social, environmental and economic well-being. Recently, 2030 Agenda promoted 17 goals to achieve globally Sustainable Development. There is the need to prepare the next generation of managers and entrepreneurs to make a difference, becoming pro-active actors for change.

The course is articulated in three modules and examines principles, models, and tools concerning business ethics and sustainable development. The contents refer also to the 2030 Agenda and are proposed through a triple approach that integrates three different perspectives: juridical (Prof. Carbone), economic (Prof. De Muro) and managerial (Prof. Renzi). The course aims to promote among the students the awareness about ethical issues and the ability to recognize and adopt sustainable and ethical behavior in carrying out the managerial practices.

Assessment

The course assessment is based on a written text, consisting of open questions. Attending students may also prepare and present a project, which will contribute to the final assessment.

Course general schedule

1. The managerial module addresses the following topics:

- CSR Framework
- Strategic Management of Stakeholder Relationships
- Business Ethics and Ethical Decision-Making
- Strategic Approaches to Improving Ethical Behavior
- Consumer Relations
- Technology Issues
- Sustainability Issues
- Social Responsibility in a Global Environment

- Sharing Economy and gamification

2. The juridical module is intended to investigate CSR from a juridical perspective, the evolution of the sources of law and the relationship between social responsibility and legal responsibility. Overview of the module:

- Why CSR is on the agenda today
- Legal Sources of CSR: International, European and National level
- From CSR to Sustainable development: functions and limitations
- The instruments of CSR: social rules and legal relevance
- Soft law and self-regulation
- The persistent skepticism about CSR: the role of ethics
- The enforcement
- Environmental concerns as a driver of CSR
- Future perspectives
- Business case: an example of CSR application

3. The economic module focuses on the relation between ethics, economics, and business, both in economic analysis and management. To do so, it makes three simple points. First, economics necessarily involves ethics, and economists and managers cannot engage in economic analysis and decision-making without making value judgments. Second, individuals have ethical values that shape their behavior and affect what happens in the economy as a result of their interactions. Third, ethical values are involved in evaluating how an economy is doing and in making and appraising business decisions.

Teaching material

Most teaching materials are available in the Roma Tre library. Additional materials will be provided during classes.

Textbooks

Juridical module: Business and Society, 6e, A Strategic Approach to Social Responsibility & Ethics by Ferrell, Thorne, Ferrell. Chapters: 4,11. Teaching material provided in class.

Managerial module: Business and Society, 6e, A Strategic Approach to Social Responsibility & Ethics by Ferrell, Thorne, Ferrell. Chapters: 1,2,5,6,8,10,11

Fassin, Y. (2009). The stakeholder model refined. Journal of business ethics.

Economic module: Amitava Krishna Dutt and Charles K. Wilber, Economics and Ethics: An Introduction, New York: Palgrave Macmillan, 2013 (excluding chapters 8, 9, 10). [Additional readings: .]

Additional readings

- W. Michael Hoffman, Robert Frederick and Mark S Schwartz, Business ethics: readings and cases about corporate morality, Chichester, West Sussex : Wiley, 2014

- Amartya Sen, On Ethics and Economics, Oxford: Blackwell, 1987