City University of Hong Kong
Course Syllabus

offered by Department of Management
with effect from Semester A 2017 /18

Part I   Course Overview

Course Title:	**International Corporate Social Responsibility**
Course Code:	**MGT3304**
Course Duration:	**One Semester**
Credit Units:	**3**
Level:	**B3**
Proposed Area: *(for GE courses only)*	☐ Arts and Humanities ☐ Study of Societies, Social and Business Organisations ☐ Science and Technology
Medium of Instruction:	**English**
Medium of Assessment:	**English**
Prerequisites: *(Course Code and Title)*	**Nil**
Precursors: *(Course Code and Title)*	**Nil**
Equivalent Courses: *(Course Code and Title)*	**Nil**
Exclusive Courses: *(Course Code and Title)*	**Nil**

Part II   Course Details

1.   Abstract
(A 150-word description about the course)

This course aims to provide students with opportunities to develop concepts and frameworks of corporate social responsibility (CSR) while putting CSR in an international context. Specifically, the course will introduce CSR to students such that students can assess firms' CSR activities, evaluate the importance of these initiatives, and analyze the effectiveness of these activities. By doing so, students can have better understanding regarding key issues such as why firms would like to be socially responsible, when the socially responsible behaviors would be appreciated by stakeholders, and how the expectation of being socially responsible may differ in different countries.

2.   Course Intended Learning Outcomes (CILOs)
(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs[#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Develop the concepts of CSR and understand how CSR may operate in an international context.	30%	✓		
2.	Apply the frameworks of CSR to analyze why firms in a variety of industries and countries would like to be socially responsible.	30%		✓	
3.	Identify firms' stakeholders and their expectation for the firms. Develop and evaluate alternatives for managing stakeholder expectation.	30%			✓
4.	Nurture effective communication and interpersonal skills in proposing and presenting analyses of firms' CSR activities.	10%		✓	
	If weighting is assigned to CILOs, they should add up to 100%.	100%			

* *If weighting is assigned to CILOs, they should add up to 100%.*
[#] *Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.*

A1:   Attitude
   Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
A2:   Ability
   Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
A3:   *Accomplishments*
   Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Lectures	Equip students with knowledge about CSR. During the lectures, students are expected to actively participate by responding to questions and by sharing their perspectives on the topics covered in class.		✓	✓				
Group project	Students are expected to analyze a number of firms by identifying the context, proposing possible alternatives, and making recommendations. This exercise will ask students to form their teams and work with team members throughout the group project. To facilitate communication and collective learning, oral presentations will be scheduled and written reports will be prepared.		✓	✓	✓			
Case analysis and class participation	Case studies expect students to critically analyze real-world companies, evaluate the environment, and identify stakeholders. Based on the analyses, students are going to develop feasible alternatives and make recommendations that for managing stakeholders.			✓	✓			

4. Assessment Tasks/Activities (ATs)
(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4				
Continuous Assessment: <u>60</u> %								
Written exam			✓	✓			40%	A 2-hour final exam covers comprehensively all topics taught in this course.
Group project		✓	✓	✓			40%	Students will team up and analyze several companies and their CSR activities. The analyses would be presented in class

									and/or in written reports.
Individual case analysis and class participation		✓	✓	✓				20%	Students will analyze a case by applying the knowledge as well as frameworks learned from the class and by making recommendations.

Examination: __40__ % (duration: 2 hours , if applicable)

The weightings should add up to 100%.

100%

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. exam, class participation		Strong evidence of original thinking conducive to applying theoretical concepts to coin creative recommendations/solutions; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytic ability conducing to innovative application of theoretical concepts to solve problems; reasonable understanding of issues; evidence of familiarity with literature.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.
2. Assessing and Grading Term – Assisgnments (Cases/Projects)		As in B, but with higher degree of originality and evidence of internalization into a personalized model of practice. Good evidence of reflection on own performance based on theory, conducive to creative views. Generalizes relevant principles, models or practices to new and unfamiliar real-life contexts creatively.	The evidence presents a good appreciation of the general thrust of the project. Good coverage with relevant and accurate support. A clear view of how various aspects of the project integrate to form a thrust or purpose. Good evidence of application of course content to	The evidence is relevant, accurate and covers a fair number of issues. However, there is little evidence of an overall view of the project. Demonstrates declarative understanding of a reasonable amount of content. Able to discuss content meaningfully but little application or integration of	Pieces of evidence are relevant and accurate, but are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Poor coverage, no originality, weak justification of solutions or recommendations.	

			practice. Solutions or recommendations well justified, often innovatively	items. Fair justification of solutions or recommendations.		
3.						
...						

Part III **Other Information** (more details can be provided separately in the teaching plan)

1. **Keyword Syllabus**
   (An indication of the key topics of the course.)
   Nil

2. **Reading List**
2.1 **Compulsory Readings**
   (Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

   Nil

2.2 **Additional Readings**
   (Additional references for students to learn to expand their knowledge about the subject.)

   Nil