



## FIȘA DISCIPLINEI

## 1. Date despre program

1.1 Instituția de învățământ superior	Universitatea “Alexandru Ioan Cuza” din Iași
1.2 Facultatea	Facultatea de Economie și Administrarea Afacerilor
1.3 Departamentul	Management, Marketing și Administrarea Afacerilor
1.4 Domeniul de studii	Business Administration
1.5 Ciclul de studii	Licență
1.6 Programul de studii / Calificarea	Business Administration

## 2. Date despre disciplină

2.1 Denumirea disciplinei	Managementul responsabilitatii sociale a corporațiilor						
2.2 Titularul activităților de curs	Marius Alexa, PhD						
2.3 Titularul activităților de seminar	Marius Alexa, PhD						
2.4 Anul de studiu	3	2.5 Semestrul	6	2.6 Tipul de evaluare	E	2.7 Regimul disciplinei	OB

## 3. Timpul total estimat (ore pe semestru și activitățile didactice)

3.1 Număr de ore pe săptămână	4	din care: 3.2 curs	2	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	56	din care: 3.5 curs	28	3.6 seminar/laborator	28

## Distribuția fondului de timp

Studiul după manual, suport de curs, bibliografie și altele	36
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren	6
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri	10
Tutoriat	9
Examinări	8
Alte activități	

3.7 Total ore studiu individual	69
3.8 Total ore pe semestru	125
3.9 Numărul de credite	5

## 4. Precondiții (acolo unde este cazul)

4.1 De curriculum	Management
4.2 De competențe	Not necessary

## 5. Condiții (acolo unde este cazul)

5.1 De desfășurare a cursului	Online: Teacher and students need internet connection and ...
5.2 De desfășurare a seminarului/laboratorului	Online: Teacher and students need internet connection and ...

## 6. Competențe specifice acumulate

<b>Competențe profesionale</b>	C1 – Gathering, processing and analysing information about external environment – firm/organization interaction (3 credits)
<b>Competențe transversale</b>	CT1 – Applying the principles, norms and values of professional ethics in their rigorous, efficient and accountable work strategy (2 credits)

### 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

<b>7.1 Obiectivul general</b>	<p>Main objective:</p> <p>To acquire the theoretical and methodological elements of corporate social responsibility.</p>
<b>7.2 Obiectivele specifice</b>	<ol style="list-style-type: none"> <li>1. To develop the ability to analyse corporate social responsibility issues.</li> <li>2. To develop the specific skills of synthesis, as far as certain issues in corporate social responsibility are concerned.</li> <li>3. To develop corporate social responsibility designing programs and implementation skills.</li> </ol>

### 8. Conținuturi

#### 8.1 Curs

	<b>Course</b>	<b>Teaching methods</b>	<b>Observations</b> (time and bibliography)
1.	The organization and its responsibilities. The moral status of corporations. Business as a social activity. Defining CSR	Interactive course, exposure, explanations, heuristic conversation. Case studies, debates, case applications	<i>4 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
2.	Corporate citizenship. Stakeholders theory	Interactive course, exposure, explanations, heuristic conversation. Case studies, debates, case applications	<i>4 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
3.	The fundamentals of	Interactive course,	<i>4 hours</i>

	Corporate social responsibility (CSR) management. Corporate social responsibility: an historical review.	exposure, explanations, heuristic conversation. Case studies, debates, case applications	Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
4.	Corporate social responsibility: theoretical perspectives. Corporate social responsibility in the 21th century. The pillars of CSR. Arguments against and for corporate social responsibility. Limits of CSR. Areas of CSR.	Interactive course, exposure, explanations, heuristic conversation.	<i>4 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
5.	CSR Initiatives Corporate social responsibility as a value-creating activity. The triple P.	Interactive course, exposure, explanations, heuristic conversation.	<i>2 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
6.	Organizational culture and CSR. Ethics and CSR. Reporting CSR.	Interactive course, exposure, explanations, heuristic conversation.	<i>2 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
7.	Instrumental and Intrinsic form of Corporate social responsibility. Strategic CSR.	Interactive course, exposure, explanations, heuristic conversation.	<i>2 hours</i> Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
8.	Implementing CSR. Institutionalism of CSR. Designing CSR Programs	Interactive course, exposure, explanations, heuristic conversation.	<i>4 hours</i> Fisher, C., Lovell, A., Valero-

	Designing CSR Programs.		Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013
9.	Communicating CSR. CSR around the world	Interactive course, exposure, explanations, heuristic conversation.	2 hours Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013

### Bibliografie

Compulsory reading:

Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013

Optional reading:

Subhabrata Bobby Banerjee, Corporate social responsibility : the good, the bad and the ugly, Cheltenham [u.a.] : Elgar, 2007

Timothy Coombs; Sherry J Holladay, Managing corporate social responsibility : a communication approach, Malden, MA : Wiley-Blackwell, 2012

David Crowther; Lez Rayman-Bacchus, Perspectives on corporate social responsibility, Aldershot, Hants, England ; Burlington, Vt. : Ashgate, 2003

Thomas Donaldson, Corporations and morality, Englewood Cliffs, N.J. : Prentice-Hall, 1982

Philip Kotler; Nancy Lee, Corporate social responsibility : doing the most good for your company and your cause, Hoboken, N.J. : Wiley, cop. 2005

Chris Mallin, Corporate social responsibility, Cheltenham : Edward Elgar, 2009

Mark S Schwartz, Corporate social responsibility: an ethical approach, Peterborough, Ont : Broadview, 2011

Sociaal-Economische Raad, Corporate social responsibility : a Dutch approach, SER, Sociaal-Economische Raad; Assen : Van Gorcum, 2001

### 8.2 Seminar / Laborator

	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-5.	<p>Read and prepare to discuss the case study indicated at the previous seminar.</p> <p><i>Applications</i> – Sustainable SWOT Analysis.</p> <p><i>Applications</i> – Stakeholders Mapping. Matrix</p> <p><i>Applications</i> – Sustainable impact canvas.</p> <p><i>Applications</i> – Sustainable Business Model Canvas</p> <p><i>Case study</i> – The influence of the organizational culture on corporate social responsibility behaviour .</p> <p><i>Debate</i> – Ethics and CSR .</p> <p><i>Case study</i> – Instrumental form of CSR .</p> <p><i>Applications</i> – Designing CSR programs .</p>	Interactive teaching methods, case study method/Online interactive dialogues	5 x 2 hours (case studies of the course book)
6,7	Homework (team project)		18 hours

### **Bibliografie**

Compulsory reading:

Fisher, C., Lovell, A., Valero-Silva, N., Business Ethics and Values, Pearson Education, fourth edition, SUA, 2009; 2013

Kash Rangan, Lisa A.Chase, and Sohel Karim (2012), Why Every Company Needs a CSR Strategy and How to Build It?, Working Paper: 12-088, April 5, 2012, Copyright © 2012 by Kash Rangan, Lisa A. Chase, and Sohel Karim.

Optional reading:

Sri Urip, CSR strategies : corporate social responsibility for a competitive edge in emerging markets, Hoboken, N.J. : Wiley, 2010

### **9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

#### 10. Evaluare

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Exam/Online Exam	50%
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing case studies; homework (team project)/ Online interactive dialogues	50%

#### 10.6 Standard minim de performanță

Obtaining minimum 5 points (out of 10) at the final evaluation (exam).

**Data completării**

23.09.2020



**Titular curs**

Marius Alexa, PhD

**Titular de seminar**

Marius Alexa, PhD

**Data avizării în Departament**

**Director de Departament**



Prof.univ.dr Valentin Niță

