

## Mestrado Profissional em Gestão Internacional (MPGI)

### Corporate Social Responsibility

6 ECTS

PROFESSOR: Mário Aquino Alves

Module 2/ 2015

## PROGRAM

### COURSE DESCRIPTION

"In terms of power and influence you can forget about the church, forget politics. There is no more powerful institution in society than business... The business of business should not be about money, it should be about responsibility. It should be about public good, not private greed."

*Anita Roddick*

"

"What good is money if it can't inspire terror in your fellow man?"

*Charles Montgomery Burns, Homer Simpson's Employer*

Nobody can deny the importance of corporations in the 21<sup>st</sup> century. In an "anthropomorphized way", corporations are subjects of rights, just like human beings. Corporations have become "citizens" of society, and, like all other citizens, have legal, regulatory, and ethical duties, regularly labeled as "corporate social responsibility (CSR)."

Corporate Social Responsibility (CSR) is becoming more and more an increasingly important activity to businesses at the local and international levels. Corporations can have a much more profound impact than an individual citizen on communities and the environment.

Once the term CSR is often used interchangeably for other terms such as Corporate Citizenship, Corporate Philanthropy or Corporate Sustainability, it is also subject to different interpretations and approaches. This course intends to present the idiosyncrasies of CSR, the arguments for and against CSR.

### COURSE OBJECTIVES

The main objective of this course is to present how social and ethical issues are key elements to consider in corporate governance.

To achieve this objective, it will be necessary:



- a) To acknowledge the fundamental concepts of ethics, business ethics, and corporate governance; and their implications to real corporate social practices; and,
- b) To study the concept of strategic CSR;
- c) To require attention to the effectiveness of some corporate social policies.

## LEARNING / TEACHING

### General Guidelines

- Field visits shall complement learning activities.
- Reading of required course materials – in advance - according to the provided schedule.
- Prepare required assignments
- Reading further material according to the student interest.

## PERFORMANCE EVALUATION

Class Participation .....	20 %
Presentation and Report .....	30 %
Final Essay.....	50 %

Class Participation is a fundamental feature of this course. Reading assigned material prior to classes and preparing to engage in fruitful discussion are demanded. Participation is not graded in terms of quantity but quality. However, students are required to attend at least 75% of classes (otherwise, they will fail).

The Final Essay is a 4000 words essay to be delivered after the 8<sup>th</sup> session one of the topics of the course.

## PROGRAM CONTENTS

1. The Origins of Corporation and the Case for Corporate Social Responsibility
2. History of Corporate Social Responsibility
3. Corporate Social Responsibility and Strategy
4. A Culturalist perspective on Corporate Social Responsibility
5. Corporate Social Responsibility in Brazil and Latin America
6. A Political View on CSR
7. Emergent Approches on CSR: social entrepreneurship, social business

## RÉSUMÉ

Mário Aquino Alves is Associate Professor at FGV/EAESP and Academic Director of MSc/PhD Public Administration at FGV/EAESP. He teaches undergraduate and graduate courses on Organization Theory, Nonprofit and Public Management, and Corporate Social Responsibility. He is also researcher and consultant of Third Sector and Corporate Social Responsibility issues. He is author and co-author of several papers and book chapters.

BSc Public Administration: FGV-EAESP - 1991.

BSc Law: University of São Paulo - 1995.

MSc Organization and Human Resources Management: FGV-EAESP - 1996.

PhD Organization and Human Resources Management: FGV-EAESP - 2002.

Visiting Researcher: Centre for Voluntary Organisation at the London School of Economics - 1996/7.

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Tuesdays: 14h00-16h00

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## REFERENCES

Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. Oxford University Press.

Morsing, M., & Roepstorff, A. (2015). CSR as Corporate Political Activity: Observations on IKEA's CSR Identity-Image Dynamics. *Journal of Business Ethics*, 128(2), 395-409.

Vogel, D. (2006) *The Market for Virtue: The Potential And Limits of Corporate Social Responsibility*. NY: Brookings Institution Press.

Werther Jr, W. B., & Chandler, D. (2010). *Strategic corporate social responsibility: Stakeholders in a global environment*. Sage Publications.

