

DESCRIPTION OF COURSE UNIT

Course unit title							Course unit code				
SOCIAL RESPONSIBILITY OF TRANSNATIONAL CORPORATIONS											
Lecturer (s)					Department where course unit is delivered						
Prof. Dr Asta Mikalauskiene					Kaunas Faculty Institute of Social Sciences and Applied Informatics Muitines St 8, LT44280 Kaunas						
Cycle			Level of course unit			Type of the course unit					
The second cycle						Elective					
Mode of delivery			Semester or period when the course unit is delivered			Language of instruction					
Classroom			Spring semester			English					
Prerequisites and corequisites											
Prerequisites:					Corequisites:						
Number of ECTS credits allocated		Student's workload		Contact work hours		Individual work hours					
5		130		32		98					
Purpose of the course unit: programme competences to be developed											
To develop the ability to think critically, analyse problems and cases, apply existing knowledge, and to base them on the assessment of the impact of transnational corporations' social responsibility on the activities of organizations in the context of globalization, and to combine theoretical knowledge and practical skills with problem solving methods.											
Learning outcomes of course unit				Teaching and learning methods			Assessment methods				
Will be able to evaluate different approaches to social responsibility processes and to present summarized and substantiated results of this assessment by assessing the social and legal aspects of liability.				Problem teaching, demonstration, active learning methods (group discussion), research methods (information search, systematization and synthesis), case analysis.			Mid-term examination - colloquium (written survey), exam (written survey), case study evaluation.				
Will be able to independently analyse the impact of individual moral culture and personal responsibility on the implementation of corporate social responsibility principles in the aspect of social control, taking into account theories of human relations and providing solutions for the analysis of the problems.				Problem teaching, demonstration, active learning methods (group discussion), research methods (information search, systematization and synthesis), case analysis.			Mid-term examination - colloquium (written survey), exam (written survey), case study evaluation.				
Will be able to assess the impact of transnational corporations' social responsibility on the social impact chain using the main organizational social responsibility models in analysing the performance of organizations through their personal analytical, communication, social and self-analysis competencies.				Problem teaching, demonstration, active learning methods (group discussion), research methods (information search, systematization and synthesis), case analysis.			Mid-term examination - colloquium (written survey), exam (written survey), case study evaluation.				
Course content: breakdown of the topics			Contact work hours					Individual work hours and tasks			
			Lectures	Consultations	Seminars	Practice classes	Laboratory	Practice	All contact work	Individual work	Tasks
1. Introductory lecture. Getting to know the course, presenting the general subject matter. Importance of Corporate Social Responsibility. The public attitude.			1		3				4	10	Collection, systematization and analysis of scientific literature on the topics provided.

<p>2. The Context for the Social Responsibility of Transnational Corporations. Corporations and their social responsibility. Corporations permit wealth creation and speculation in stocks. Disadvantages of the corporate form.</p> <p>Topic for debate: Regulation of corporations.</p>	1		3				4	12	<p>Recommended literature:</p> <p>Tineke Lambooy (2014). Legal Aspects of Corporate Social Responsibility. 30(78). Utrecht Journal of International and European Law 1, DOI: http://dx.doi.org/10.5334/ujiel.bz</p> <p>Collection, systematization and analysis of scientific literature on the topics provided, preparation of discussion questions, case study.</p>
<p>3. Climate change and social responsibility of transnational corporations. Climate change. Solutions and responses: mitigation, adaptation and geo-engineering.</p> <p>Topic for debate: appropriate corporate social responsibility action on global warming.</p>	1		2				3	6	<p>Recommended literature:</p> <p>Augustine Joseph (2014). The Need of Personal Responsibility and Integrity in Corporate Social Responsibility Theories. International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (IJRAOB) <i>An Online International Research Journal</i> (ISSN: 2311-3197) 2014 Vol: 1 Issue 1</p>
<p>4. Genetically modified organisms (GMOs). GMOs and biodiversity. GMOs and food supply. GMO labeling around the globe.</p> <p>Topic for debate: to label or not to label?</p>	1		2				3	6	<p>Recommended literature:</p> <p>Guillermo Jimenez, Elizabeth Pulos (2016). Publisher: <u>Open SUNY</u> ISBN 13: 978-1-9423412-5-3</p> <p>Access via internet: https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=264</p>
<p>5. Preparing for an interim settlement</p>		1					1	10	<p>Preparation for mid-term settlement (lessons analysis, scientific literature analysis).</p>
<p>6. Social entrepreneurship. The growth of social entrepreneurship. Social entrepreneurship and global philanthropy. Social value: measuring the impact of entrepreneurship and philanthropy. The dark side of social entrepreneurship.</p>	1		3				4	11	<p>Recommended literature:</p> <p>Mara Del Baldo (2013). Corporate Social Responsibility, Human Resource Management and Corporate Family Responsibility. When a Company is “The Best Place To Work”: Elica Group, The Hi-Life Company. The 6th International Conference “The Changing Economic Landscape: Issues, Implications And Policy Options” http://oetconference2013.estudy-oet.net/ ISSN1331 – 677X (UDK 338)</p> <p>Collection, systematization and analysis of scientific literature on the topics provided, preparation of discussion questions, case study.</p>
<p>7. Marketing ethics: selling controversial products. Legal and ethical constraints on marketing and advertising. Principles of marketing ethics. Encouraging harmful or dangerous practices.</p>	1		4				5	11	<p>Recommended literature:</p> <p>Fabiana Besen1 Edivandro Tecchio2 Francisco Antônio Pereira Fialho (2017). Authentic leadership and knowledge management. Gest. Prod., São Carlos, v. 24, n. 1, p. 2-14, http://dx.doi.org/10.1590/0104-530X898-13</p> <p>Collection, systematization and analysis of scientific literature on the topics provided, preparation of discussion questions, case study.</p>
<p>8. Fair trade. The origins of fair trade. Fair trade in action: the key players. How It works: from farm to supermarket. Fair trade social projects.</p>	1		2				3	11	<p>Recommended literature:</p> <p>Aviva Geva (2008). Three Models of Corporate Social Responsibility: Interrelationships between</p>

										<p>Theory, Research, and Practice. <i>Business and Society Review</i>. 113:1 p. 1–41 https://doi.org/10.1111/j.1467-8594.2008.00311.x</p> <p>Collection, systematization and analysis of scientific literature on the topics provided, preparation of discussion questions, case study.</p>
9. Corporate social responsibility and sweatshop. The importance of sweatshops. Understanding sweatshops: history and definitions.	1		2					3	11	<p>Recommended literature:</p> <p>Jankalová Miriam, Jankal Radoslav (2017). The Assessment of Corporate Social Responsibility: Approaches Analysis. <i>The International Journal Entrepreneurship and Sustainability Issues</i> ISSN 2345-0282 (online) http://jssidoi.org/jesi/ 2017 Volume 4 Number 4 (June) http://doi.org/10.9770/jesi.2017.4.4(4)</p> <p>Collection, systematization and analysis of scientific literature on the topics provided, preparation of discussion questions, case study.</p>
10. Preparing for the exam		1						1	10	Preparing for the exam (lessons analysis, scientific literature analysis).
Total:	8	2	22					32	98	

Assessment strategy	Comparative weight percentage	Date of examination	Assessment criteria
Mid-term examination (colloquium)	30 %	9-10 Week	<p>The written questionnaire consists of 20 open-ended and closed-ended questions, each with a score of 0.5.</p> <p>The open questions are evaluated as follows:</p> <p>0.5: Excellent and good knowledge and abilities, there may be minor mistakes.</p> <p>0.25: Medium knowledge and abilities, errors, knowledge and abilities still meet the minimum requirements.</p> <p>0: Minimum requirements are not met.</p> <p>Closed questions have four answers, one of which is correct. By ticking the correct answer, 0.5 points are scored, wrongly 0 points.</p>
Case study	40 %	During the seminars, according to the individual student's choice of date	<p>The case analysis method allows you to get into the position of the real decisions of the host, learn from other mistakes, learn how to make decisions, and develop strategic thinking.</p> <p>Student competencies are assessed:</p> <ul style="list-style-type: none"> analytical (ability to distinguish data from information; classify; distinguish correct and incorrect information; analyse; present information; find information lack and to be able to complete it); communicative (ability to conduct discussions; convince the surrounding and opponents; use in a variety of ways; cooperate with the group; defend your opinion, convictions; conclude a brief, convincing report); social (assessment of human actions, ability to listen, support discussion or argue the opposite opinion), self-assessment competencies.
Exam (written survey)	30 %	During the session on schedule	<p>The written questionnaire consists of 20 open-ended and closed-ended questions, each with a score of 0.5.</p> <p>The open questions are evaluated as follows:</p> <p>0.5: Excellent and good knowledge and abilities, may be minor mistakes.</p> <p>0.25: Medium knowledge and abilities, errors, knowledge and abilities still meet the minimum requirements.</p> <p>0: Minimum requirements are not met.</p> <p>Closed questions have four answers, one of which is correct. By ticking the correct answer, the score is 0.5.</p>

The overall assessment of the subject is positive only if all the assessments are positive (at least 5 points).

Author	Year	Title	Number of periodical publication or publication Volume	The place of publication and publisher or online link
Required reading				
Carroll, Archie	2015	Corporate Social Responsibility.	No. 44 (2)	Organizational Dynamics. DOI: 10.1016/j.orgdyn.2015.02.002
Guillermo Jimenez Elizabeth Pulos	2016	Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy		Publisher: <u>Open SUNY</u> ISBN 13: 978-1-9423412-5-3 Access via internet: https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=264
Tineke Lambooy	2014	Legal Aspects of Corporate Social Responsibility	No. 30(78)	Utrecht Journal of International and European Law 1, DOI: http://dx.doi.org/10.5334/ujiel.bz
Augustine Joseph	2014	The Need of Personal Responsibility and Integrity in Corporate Social Responsibility Theories.	Vol: 1 Issue 1	International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (IJRAOB) An Online International Research Journal ISSN: 2311-3197
Fabiana Besen, Edivandro Tecchio, Francisco Antônio Pereira Fialho Gest. Prod., São Carlos, v., p. 2-14, http://dx.doi.org/10.1590/0104-530X898-13	2017	Authentic leadership and knowledge management	24, n. 1	Gest. Prod., São Carlos, v., p. 2-14, http://dx.doi.org/10.1590/0104-530X898-13
Jankalová Miriam, Jankal Radoslav	2017	The Assessment of Corporate Social Responsibility: Approaches Analysis.	Vol. 4 No. 4	The International Journal Entrepreneurship and Sustainability Issues ISSN 2345-0282 (online) http://jssidoi.org/jesi/ http://doi.org/10.9770/jesi.2017.4.4(4)
Aviva Geva	2008	Three Models of Corporate Social Responsibility: Interrelationships between Theory, Research, and Practice.	113:1	Business and Society Review. p. 1–41 https://doi.org/10.1111/j.1467-8594.2008.00311.x
Recommended reading				
Mark Camilleri	2017	Corporate Social Responsibility: Theoretical Underpinnings and Conceptual Developments		In book: Stages of Corporate Social Responsibility: From Ideas to Impacts, Chapter: 5, Publisher: Springer, Heidelberg, Germany, Editors: Idowu Sam O., Vertigans Stephen, pp.99-120 DOI: 10.1007/978-3-319-43536-7
Showa Shell Sekiyu K.K.	2017	CSR Book 2017		Access via internet: http://www.showa-shell.co.jp/english/csr/2017/cb2017_en_full.pdf?wcmmode=disabled
Andrija Barić	2017	Corporate social responsibility and stakeholders: Review of the last decade (2006-2015)	Vol. 8 No. 1	Business Systems Research p. 133-146. Access via internet: https://hrcak.srce.hr/file/267615
2017 Corporate Social Responsibility Report. Accelerating Global Problem Solving	2017			Access via internet: https://www.cisco.com/c/dam/assets/csr/pdf/CSR-Report-2017.pdf