COURSE DETAIL

CORPORATE SOCIAL RESPONSIBILITY
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Environmental Studies Business Administration
UCEAP Course Number 152
UCEAP Course Suffix
UCEAP Official Title CORPORATE SOCIAL RESPONSIBILITY
UCEAP Transcript Title CORP SOC RSPONSBLTY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is part of the Laurea Magistrale program and is intended for advanced level students only. Enrollment is by consent of the instructor. The course focuses on corporate social responsibility (CSR) and its strategic implications in terms of: sustainability of business models; the need for innovative managerial paradigms based on stakeholder engagement and cooperation; measurement of the economic, social, and environmental impact of business activities; life cycle assessment; strategic planning of the United Nations 2030 agenda; and communication and reporting methods. The course focuses on the application of these topics to companies, public administrations, and non-profit organizations. The course is divided into two portions, closely linked and integrated: the institutional portion examines the theoretical and methodological bases of CSR, with specific references to the international framework, documents produced by the OECD, and the relationship with social innovation. The course introduces students to the most up-to-date methodologies in the design and development of corporate CSR and accountability systems. Particular attention is paid to the relationship between CSR management systems, communication, and a company's external relations. The monographic portion of the course focuses on the relationships between corporate CSR, environmental sustainability, and consumer demand for ethical and environmentally friendly products and services. It also highlights new service experiences related to corporate welfare and emerging concepts of local social responsibility. Case studies are presented in relation to companies with significant and innovative experiences of CSR, capable of determining managerial evolutions and organizational improvements in a company's managerial structures and in its relationship with the market. A specific section of the course is dedicated to the relationship between CSR, social and environmental sustainability, and circular economy. The final portion of the course is dedicated to designing corporate and local CSR systems capable of producing effective changes in the external perception and communication of businesses. The aim of projects and experiments is to closely and effectively link social and environmental sustainability in businesses.

Language(s) of Instruction
English

Host Institution Course Number
47311

Host Institution Course Title
CORPORATE SOCIAL RESPONSIBILITY

Host Institution Course Details
https://www.unibo.it/en/study/phd-professional-masters-specialisation-schools-a…

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LM in SCIENCES AND MANAGEMENT OF NATURE

Host Institution Department
BIOLOGICAL, GEOLOGICAL, AND ENVIRONMENTAL SCIENCES

Course Last Reviewed
2023-2024

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