An **ebook** by C.B Bhattacharya will be provided to help you progress CSR/sustainability at your organization after the module.


If you search for resources to embed CSR/sustainability at your organization, please consult this website that provides **links to numerous online resources**:

https://www.embeddingproject.org/resources

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**DAY 1 – MORNING**

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Session 1 – Context and Introduction to Corporate Governance and Social Responsibility (Morning – 4h00)

*Notice*: The icebreaker to make the case for the module in 2020 & 2021 consisted in discussing the Sir John Cass Business School controversy as the students are key stakeholders, in light of the Black Live Matters movement.

**Pre-Reading (to be completed before the class)**


**Supplementary reading (provided in electronic version)**

**Overview of the CSR field**


**Historical and political foundations of CSR**


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**DAY 1 – AFTERNOON**

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**CSR and Consumers – Do Consumers Drive CSR?**  
Session 2 (Afternoon – 2h00)

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**Pre-Reading (to be completed before the class)**  

**Exercise to be completed before the session**  
Please, choose one product in your home and search for information about whether the company that produces it is socially responsible. Do not hesitate to contact the organization producing the good in order to obtain more information. *Please, address the following questions:* How was this good produced? What are the environmental effects related to the production and distribution of this product? What are the life and work conditions of the people who produce this good? What are the relationships between the people, companies and organizations engaged in the production of this good? (Because you bought this product... you are already a stakeholder of the producer).

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**CSR and Employees – How Do Employees React to CSR?**  
Session 3 (Afternoon – 1h30)

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**Pre-Reading (to be completed before the class)**  

**Exercise to be completed before the session**  
Please download and read the last CSR/Sustainability report or statement of your organization (if any, otherwise, please simply ask why there is no such report). Be prepared to discuss how you reacted, as an employee of your organization, to your reading of this report.

**Supplementary reading (provided in electronic version or with a link)**  


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**DAY 2 – MORNING**

**Session 4 – CSR and Investors – Embedding CSR in the Financial Marketplace, Mobilizing Investors for CSR (Morning – 2h00)**

**Pre-Reading (to be completed before the class)**


**Supplementary reading**


Relevant web-links (to find updated facts about SRI and ESG disclosure):
http://www.ussf.org/
https://www.unpri.org/
https://www.fsb-tcfdr.org/

**Session 5 – CSR and the Community (Morning – 2h00)**

*Notice: No Pre-reading – the whole session consists in analysing a movie about Cree people and their fight against Hydro Quebec on the early 1990s. The students adopt the perspective of the Cree through the case study.*

**Supplementary reading**


**DAY 2 – AFTERNOON**

**Session 6 – Strategic Perspectives and the CSR Business Case: Does it Pay to Be Good? (Afternoon – 2h00)**

**Pre-Reading (to be completed before the class)**


**Supplementary reading**


Session 7 – Which Future(s) for CSR? Debates and Perspectives (Afternoon – 1h30)

Supplementary reading


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<thead>
<tr>
<th>Description</th>
<th>Weight</th>
<th>Criteria</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Participation during the session</td>
<td>20%</td>
<td>• Relevancy of interventions</td>
<td>Make sure you prepare sufficiently the pre-session readings!</td>
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<td>Evaluated online by a teaching assistant</td>
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<td>• Demonstration of an understanding of the readings through interventions</td>
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<td>• Participation in the discussions</td>
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<tr>
<td>Individual exercise 1000 words</td>
<td>40%</td>
<td>• Understanding of the broad consumption context and the role of CSR in</td>
<td>Preparatory work (to support classroom discussion): Saturday 11th July</td>
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<tr>
<td>(see description below)</td>
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<td>• Reflexivity on your personal consumption practices</td>
<td>Final document: (to submit through Moodle): Sunday 26th July 9pm</td>
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<td>• Capacity to elaborate on what has been discussed in the classroom</td>
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<td>• Quality of writing and presentation</td>
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<tr>
<td>Group coursework PowerPoint presentation</td>
<td>40%</td>
<td>• Understanding of the key concepts</td>
<td>Deadline for submitting the powerpoint presentation: Wednesday July 29th 9pm</td>
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<tr>
<td>(see description below)</td>
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<td>• Capacity to apply CSR concepts and frameworks in practice</td>
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<td>• Managerial relevance of conclusions and implications</td>
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<td>• Personal research</td>
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<td>• Quality of presentation</td>
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INDIVIDUAL EXERCISE (40%)

Exercise to be prepared before the session of Saturday July 11th (nothing to be submitted)

Please, choose one product in your home and search for information about whether the company that produces it is socially responsible. Do not hesitate to contact the organization producing the good in order to obtain more information.

Please, address the following questions: How was this good produced? What are the environmental effects related to the production and distribution of this product? What are the life and work conditions of the people who produce this good? What are the relationships between the people, companies and organizations engaged in the production of this good? (Because you bought this product... you are already a stakeholder of the producer).

Final document to be submitted AFTER the session

Based on this exercise, the classroom discussions of your findings, and your own experience as a consumer, prepare a 1000-word long essay explaining the outcome of your research above and how consumer behaviour could actually influence CSR issues.

Deadline for the submission of your final document: Sunday July 26th (9pm)

Word count: 1000 words
GROUP COURSEWORK (40%)

Corporate Social Responsibility: The COVID-19 Stress Test

Your task is to choose one company and assess whether and how its CSR and/or Sustainability (CSR/SD) programs helped responding to the Covid-19 crisis, using frameworks from the module, and covering the following points:

1. Brief description of: (a) how the CSR/SD strategy before the crisis and (b) how the crisis has affected the companies’ core business (20%);

2. Use frameworks from the module to critically analyze whether and how CSR/SD initiatives have helped the company face the crisis, and/or how specific or new CSR/SD initiatives have been deployed through the crisis in relation with key stakeholders, and/or whether the crisis exposed or revealed some limitations to prior CSR/SD initiatives (40%).

3. Recommendations: critically analyze how, in light of the pandemic, the company’s CSR/SD initiatives could be improved and/or redesigned to enhance capacity to respond to future crises (incl. e.g., reputational, strategic, marketing aspects) (40%)

Key criteria:

- In your assigned groups, work collaboratively to effectively deliver this group assignment.
- To be evaluated, your group needs to produce a Powerpoint presentation and should clearly focus on the tasks described above.
- Use the frameworks from the module to critically assess your selected company’s CSR/SD initiatives in the Covid-19 context.
- Your research should focus on a variety of sources including but not limited to your company’s Annual, and Sustainability reports, newspaper articles, online interviews with key internal actors if possible (e.g. CSR team, executives).

Deadline for the submission:

Wednesday July 29th 9pm