

Module description

Field of study: *Business, Management and Services*

Degree course: *Bachelor of Science HES-SO in International Business Management*

1. Title of module	General Management V	2018-19
Code: 3015	Type of course: (Compulsory – 1 possible response) <input checked="" type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Other: ...	
Level: (Optional – 1 possible response) <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module <input type="checkbox"/> Other: ...	Characteristic: (Optional – 1 possible response) <input checked="" type="checkbox"/> Module where failure may lead to final dismissal from the degree course in accordance with Art.25 of the Framework directives on the Bachelor and Master degrees at the HES-SO	
Type: (Optional – 1 possible response) <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module <input type="checkbox"/> Other: ...	Time schedule: (Optional – multiple responses possible) <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

2. Organisation

ECTS credits: 3

Language:
(Compulsory – multiple responses possible)

<input type="checkbox"/> French	<input type="checkbox"/> Italian
<input type="checkbox"/> German	<input checked="" type="checkbox"/> English
<input type="checkbox"/> Other: ...	

3. Prerequisite

(Compulsory – 1 possible response)

To have validated the module
 To have followed the module
 No prerequisite
 Other: to have validated the first-year assessment

4. Skills to be gained / general learning objectives

(Compulsory – write in as required)

Objectives for the course : Corporate Social Responsibility

At the end of this module, the students should be able to:

- Understand the roots of Corporate Social Responsibility (CSR)
- address issues of ethics, values and responsibility for any type of organisation, professional behaviour, product, technology or service
- Identify human rights issues in the supply chain and developed a Human Rights Due Diligence Programme
- Understand CSR best practices and the importance of codes of conduct
- Plan a CSR strategy and solve a CSR case

5. Teaching and content*(Compulsory – write in as required)***Teaching Unit : Corporate Social Responsibility**

Introducing CSR and business ethics
 Implementing CSR: ethical and societal issues and stakeholder analysis
 Implementing CSR: responsible strategies, policies and best practices
 Implementing CSR: business and human rights due diligence programme
 Implementing CSR: gender, diversity and equality policies
 Implementing CSR: charters and codes of conduct

6. Assessment and validation methods*(Compulsory – write in as required)*

The grading of the module shall be based on:

- Mid-term assessments during weeks 1 to 14 according to the decision of the instructor.

(The methods and weightings are communicated by the instructor before the evaluations.)

7. Reassessment requirements*(Compulsory – multiple responses possible)*

- Reassessment possible
 No reassessment
 Other (please specify): ...

other reassessment modalities

Reassessment if the module grade is between 3.5 (included) and 3.9 (included).
 After reassessment, the maximum grade is 4.0

7a Reassessment requirements (if module is repeated)*(Compulsory – multiple responses possible)*

- Reassessment possible
 No reassessment
 Other (please specify): ...

8. Remarks*(Optional – write in as required)***9. Bibliography***(Optional – write in as required)*

David B. Chandler, William B. Werther, Jr, *Strategic Corporate Social Responsibility*, SAGE Publications, 2014
 Michael Blowfield, Alan Murray, *Corporate Responsibility*, Oxford University Press, 2011
 Manfred Pohl, Nick Tolhurst, *Responsible Business: How to Manage a CSR Strategy Successfully*, Wiley, 2010
 Andrew Crane, Dirk Matten, *Business ethics*, Oxford University Press, 2007
 Denis Collins, *Essentials to business ethics*, Wiley, 2009

10. Teaching staff*(Optional – write in as required)*

Eric Maeder

Name of the person responsible for the module:

Eric Maeder

Module description validated on
(Compulsory)

Module description validated by
(Compulsory)