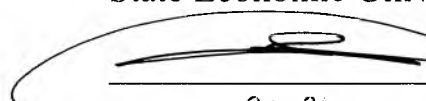


Educational Institution  
“Belarus State Economic University”

APPROVED

First pro-rector

Educational Institution “Belarus  
State Economic University”

  
\_\_\_\_\_  
*04.04* 2023  
Registration № *5371-23*

**Social Responsibility of Business  
(in English)**

Syllabus of higher education institution for the major 1-25 80 01 Economics

The syllabus is based on the curriculum of a higher education institution for the major 1-25 80 01 Economics, profilization “Economic Psychology”, registration № 96MFP-22 dated 24/06/2022

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**RECOMMENDED FOR APPROVAL BY:**

The Department of Economic Sociology and Psychology of Entrepreneurship of the educational institution “Belarus State Economic University”

(minutes № 6 dated 31.01. 2023).

The Scientific and Methodological Council of the educational institution “Belarus State Economic University”

(minutes № 5 dated 01.03 2023).

## EXPLANATORY NOTE

The given syllabus is designed to teach the academic subject “Social Responsibility of Business” that is an academic subject of the module “Economic Psychology” in the curriculum of the master’s program in the major “Economics” (profilization “Economic Psychology”). The academic subject “Social Responsibility of Business” is taught in English.

The **purpose** of teaching the academic subject is to obtain the systematized knowledge in the area of social responsibility of business organizations to address the issues of sustainable development of the society (economic, ecological and social ones).

The **objectives** of the academic subject are to:

- to form the system of knowledge of the social responsibility of business;
- to learn modern approaches to manage the socially-oriented performance of the entity that functions in the global environment;
- to give an understanding of the role of contemporary business in ensuring the society’s sustainable development;
- to develop the competencies relevant for the area of social responsibility of business.

**Ties with other subjects.** The academic subject “Social Responsibility of Business” is based on the knowledge gained by the undergraduates while studying the subjects “Sociology of Management”, “Psychology”, “Economics of the Organization”, “Regulation of Sustainable Socio-Economic Development”, “Environmental Management”, “Social Partnership”, “Business Ethics”, as well as advanced English proficiency.

As a result of learning the given academic subject, the master student must *know*:

- grounds for the genesis of the concept of social responsibility of business;
- the role and place of business ethics in the system of corporate social responsibility;
- main directions of integrating corporate social responsibility into the practice of strategic management of a business organization;
- levels, motives and forms of corporate social responsibility;
- basic models of corporate social responsibility and forms of non-financial reporting;

*be able to*:

- use the theoretical material of the subject in the study and explanation of socio-economic processes and phenomena of sustainable development of a business organization and society;
- identify motives and expectations, both from the standpoint of the stakeholders of a business organization and from the standpoint of the latter’s sustainable development;

- apply the tools designed to manage the stakeholders and increase their loyalty and engagement;
- diagnose the ethical problems which might arise in a business organization;
- apply the main models of making ethical management decisions;

*possess:*

- the method of critical analysis of the outcomes of the organization’s social performance;
- skills in diagnosing the motives and expectations of the stakeholders to increase their loyalty and engagement;
- skills in applying the stakeholder management tools to address the agents’ problems;
- skills to diagnose the ethical problems arising in the organization and make ethical management decisions.

Mastering the academic subject “Social Responsibility of Business” should result in development of the following competency:

SC-2. Implement a methodology to manage the customers’ experience, use tools to increase customers’ loyalty and engagement, manage partnerships with customers.

As part of the learning process in the given academic discipline, master students should acquire not only theoretical knowledge and competencies to practically apply it in order to address the issues of sustainable development of a business organization, but also develop their value-personal potential, form the qualities of a citizen ready to actively participate in the country’ economic, industrial, socio-cultural and social life.

The mode of education is full-time.

The total number of hours of the given academic subject is 102, of them classroom hours are 44, including 22 hours for lectures, 22 hours for seminars. The form of current attestation is a credit test.

## **CONTENT OF EDUCATIONAL MATERIAL**

### **Topic 1. Social responsibility of business as a social phenomenon of a modern society**

Reasons for the actualization of the issue of social responsibility of business (corporate social responsibility) in a modern society.

Responsibility and its types. Social responsibility of business (SRB) and corporate social responsibility (CSR). Variety of definitions of corporate social responsibility. Subjects of CSR.

Ethics of business and the moral status of a corporation. The content of business ethics: the relationship between corporate and universal ethics, problem of social responsibility of business, issues of applying the general ethical principles to particular decision-making situations, impact of religious and cultural values on economic behavior etc.

Basic approaches to understanding the problems of social responsibility of business and ethics of management decisions.

### **Topic 2. Social responsibility of business in the context of the UN Global Compact**

The UN “Global Compact” international initiative (2000) in the area of corporate responsibility for sustainable development as a platform for dialogue and joint action. The nature, main objectives and principles of the Global Compact. Forms and benefits of the organization’s participation in the “Global Compact” international initiative.

Corporate social responsibility as an approach to modern business. Critical approaches to the implementation of social responsibility of business within the framework of the Global Compact (P. DiMaggio, W. Powell, R.N. Abramov).

The practice of corporate social responsibility in the societies of post-Soviet countries – Russia, Ukraine, Belarus: institutionalization of social responsibility and joining with the Global Compact.

### **Topic 3. Evolution of corporate social responsibility conceptions**

First attempts to comprehend social responsibility of business (D. Carnegie, G. Ford, Russian philanthropists etc.). Main stages in the development of the CSR conception as a theoretical core and complementary themes. Theoretical grounds for the relationship between corporations and society (the relationship of the economy with spiritual and moral values) suggested by H. Bowen (1953). Criticism of the CSR conception made by T. Levit and M. Friedman.

The CSR normative orientation as compliance of corporate behavior with the norms, values and expectations that dominate in society (J.B. McGuire, S. Sethi etc.).

The 1970s paradigm – a shift from the normative to the positive orientation of CSR. Consistency of CSR with the long-term interests of shareholders of socially oriented corporations (H. Wallich and J. McGowan). The conceptual model created by A. Carroll (1979) and poly-subjective nature of CSR. Taking into account the

expectations of interested groups as a basis for institutionalization of relations between a corporation and society.

The 1970-1980s debate on social responsibility as implemented by a separate organization. CSR instrumental nature: corporate social responsiveness as a specific function of management (W. Frederick). A comprehensive three-dimensional model of corporate social activity (S. Sethi, A. Carroll, S. Wartik and Ph. Cochran, D. Wood).

Synthetic “alternative” (complementary) conceptions of the 1990s. Integration of the CSR conception into the theory of strategic management (P. Drucker, M. Porter). The conception of stakeholders, or interested parties (E. Freeman). Contribution of M. Clarkson, Th. Jones, T. Donaldson in turning the stakeholder conception into a scientific theory.

An approach to managing a corporation as part of the social structure of society. A viewpoint of the organization as an open system (I. Ansoff, Ph. Kotler, N. Lee, M. Porter, R.M. Kanter, S. Hart). A complementary conception of corporate citizenship (J. Longsdon and D. Wood). The conception of corporate sustainability (the 2000s).

A new approach to CSR: CR-philanthropy, CR-integration and CR-innovation (M. Halme and Yu. Laurila) as a reflection of real changes in the stakeholders’ expectations.

#### **Topic 4. Objects, directions and motives of social responsibility of business**

Stakeholders as interested parties that can affect or are affected who can affect or is affected by the achievement of an organization’s objectives. CSR objects. Bilateral model of CSR objects.

Internal and external types of corporate social responsibility. Three levels of CSR in the context of UNDP. The paradigm of four levels and types of corporate social responsibility (A. Carroll’s CSR pyramid).

Main areas of the corporate commitments considered in the paradigm of the Triple Bottom Line: social equity, economic and environmental factors. Peculiarities of each CSR components.

Main motives for a business organization to implement its social responsibility and benefits of the CSR programs for it.

#### **Topic 5. Forms of social responsibility of business**

CSR main form and their classifications. Classification created by Ph. Kotler and N. Lee: corporate cause promotion, corporate social marketing, cause-related marketing, corporate philanthropy, employee engagement activities (volunteer work), socially responsible business practices.

UNDP classification: charitable donations and sponsorship, delegating the company’s employees, cash grants, corporate sponsorship, corporate fund, social investments, socially significant marketing, sponsorship.

Strategic charity and social partnership as forms of CSR. The comprehensive nature of social initiatives.

Specificity of implementing the CSR forms: experience of world community and post-Soviet space.

### **Topic 6. Integration of corporate social responsibility into corporate governance**

Evolution of corporate social responsibility as a concept of management. Differences in managerial priorities as a result of separated ownership and management. Reasons for increasing negative attitudes towards business. Decline in national governments' impact on the large corporations' behavior and the 1990s crisis of governance.

Corporate social responsibility as an integral part of corporate governance and a mechanism for coordinating the stakeholders' interests when the company's strategic guidelines are developed and its formal shape.

Stages of introducing CSR into corporate governance.

CSR as a strategy and philosophy of management: the main principles and tools for its integration into corporate governance, relationship of social initiatives with the company's strategic goals.

"3C-SR" model by J. Meegan, K. Meegan, A. Richards and the possibility of its implementation.

### **Topic 7. Main models of corporate social responsibility**

Diversity of CSR well-established models that reflect the socio-economic structure of the country settled historically. Open and hidden (covert) models of corporate social responsibility, their specificity.

American, West-European, British and Scandinavian models of CSR and their distinctive features. Features of the Russian model of CSR. Specificity of the Belarusian CSR practice: a constructive dialogue between business, government and society.

Peculiarities of the CSR practice under a global financial and economic crisis.

### **Topic 8. Stakeholder management**

The concept of stakeholders / interested parties / influence groups / coalition groups (E. Freeman).

Classification of stakeholders. Mendelow's influence/interest matrix (1991): differentiation of stakeholders due to their interests and power. The degree of a stakeholder's influence on the organizational behavior.

Priorities of external stakeholders. Methods designed to manage external stakeholders: partnership method and defense method.

Internal stakeholders as competitive resources.

Stakeholder management as the area of top managers' responsibility. Ways for managers to provide influence on the organization. Individual ethics and managers' decision making.

Network organizations as a method designed to manage internal and external stakeholders.

Variety of stakeholder interests. Conflicts of expectations of stakeholders when organizational resources are limited. An agent problem. Methods to solve the stakeholders' conflicts of interests.

### **Topic 9. Social (non-financial) reporting of a business organization**

Social (non-financial) reporting as a way to inform the society and government bodies about implementation of the CSR principles. Understanding of social audit as an effective tool for management and a means for the stakeholders to affect the company's policy.

Reasons for introducing the non-financial reporting (1970s). International standards of social reporting as tools designed to evaluate the performance of socially responsible companies. Classification of international standards of social reporting due to their scope and purpose of use.

Specificity of the main international standards in companies' social and environmental responsibility: those of GRI, AA 1000S, SA 8000, DJSI, ISO 14001, ISO 26000 and UN GC. Reasons for choosing a particular reporting standard.

Post-Soviet practice of using international standards in social and environmental responsibility and developing of national standards for social reporting.



Educational-Methodological map  
academic subject “Social Responsibility of Business”  
full-time higher education

Number of part, topic	Part, topic	Number of hours							Other	Attestation mode
		Lectures	Practical classes	Seminars	Laboratory classes	CEW Number of hours				
						L	PC	Lab		
1	Social responsibility of business as a social phenomenon of a modern society	2		2					PPT presentation	Oral questioning, practical assignments
2	Social responsibility of business in the context of the UN Global Compact	2		2					PPT presentation	Round table, Test 1
3	Evolution of corporate social responsibility conceptions	4		4					PPT presentation	Scientific conference with PPT-reports
4	Objects, directions and motives of social responsibility of business	2		2					PPT presentation	PPT analysis of CSR directions and motives of a company (by master student's choice)
5	Forms of social responsibility of business	2		2					PPT presentation	PPT analysis of CSR forms of a company (by master student's choice), Test 2
6	Integration of corporate social responsibility into corporate governance	2		2					PPT presentation	PPT-reports, practical assignments
7	Main models of corporate social responsibility	2		2					PPT presentation	Debates, practical assignments
8	Stakeholder management	4		4					PPT presentation	Oral questioning, practical assignments, Test 3

9	Social (non-financial) reporting of a business organization	2		2					PPT presentation	PPT analysis of CSP of a company (by master student's choice)
	<b>Total hours</b>	<b>22</b>		<b>22</b>						

## INFORMATIONAL AND METHODIC PART

### LITERATURE

#### Main references

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2. Financial and analytical tools for the sustainable development of economic entities : textbook for the direction of the magistracy “Economics and Management” / [O. V. Efimova et al.]; edited by O. V. Efimova ; Financial University under the Government of the Russian Federation. Federation. – Moscow : KNORUS, 2021. – 177 p. – (in Russian).
3. Simkhovich, V. A. Corporate social responsibility: philosophical and managerial aspects of modern business / V. A. Simkhovich. – Minsk : Misanta, 2011. – 199 p. – (in Russian).
4. Stefanska, M. Sustainability and Sustainable Development / Magdalena Stefanska. – Poznań : University of Economics and Business, 2021. – 268 p. – Access mode: by subscription. – URL: <https://search.ebscohost.com/login.aspx?direct=true&db=e001mww&AN=3322465&lang=ru> (accessed: 20.01.2023). – Text : electronic.
5. Voronina, L. I. Social Partnership. Interaction of government, business and hired personnel : a textbook for universities : for students studying under the master’s degree program in the field of training “State and Municipal Administration” / L. I. Voronina ; Ural Federal. University named after the first President of Russia B.N. Yeltsin. – Moscow : Yurayt ; Yekaterinburg : Ural University Publishing House, 2020. – 245, [1] p. – (in Russian).

#### Additional references

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2. Camilleri, M. A. Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies [Electronic resource] / M. A. Camilleri. – Springer International Publishing AG, 2017. – 207 p. – URL: <https://www.pdfdrive.com/corporate-sustainability->

[social-responsibility-and-environmental-management-an-introduction-to-theory-and-practice-with-case-studies-e167668110.html](#). – Date of access: 13/01/2023.

3. Carroll, A. A Three-Dimensional Conceptual Model of Corporate Performance / A. A. Carroll // *Academy of Management Review*, 1979. 4(4):497-505.

4. Jimenez, G. C., Pulos, E. Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy [Electronic resource] / G. C. Jimenez, E. Pulos. – SUNY Fashion Institute of Technology, 2016. – 235 p. – URL: <https://milnepublishing.geneseo.edu/good-corporation-bad-corporation/>. – Date of access: 13/01/2023.

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9. World Business Council for Sustainable Development. – URL: <http://www.wbcSD.org/templates/TemplateWBCSD5/layout.asp?MenuID=1>.

PROTOCOL OF APPROVAL OF THE HEI SYLLABUS

Academic subject to be matched	Department	Proposals for changes in the content of the syllabus in the subject under study	Decision made by the department that developed the syllabus (indicating the date and number of the minutes)
1. Innovative development of the organization (enterprise)	Economics of industrial enterprises		Minutes № <u>6</u> dated <u>31.01</u> 202 <u>3</u>

**ADDITIONS AND AMENDMENTS TO THE HEI SYLLABUS**

for 20\_\_\_/20\_\_\_ academic year

<b>№</b>	<b>Additions and amendments</b>	<b>Grounds</b>
1		

The syllabus is revised and approved at the meeting of the Department of Economic Sociology and Psychology of Entrepreneurship (Minutes № \_\_\_ dated «\_\_\_» \_\_\_\_\_ 202\_\_).

Head of department

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(scientific degree, scientific title)\_\_\_\_\_  
(signature)\_\_\_\_\_  
(Name )APPROVE  
Dean\_\_\_\_\_  
(scientific degree, scientific title)\_\_\_\_\_  
(signature)\_\_\_\_\_  
(Name )