



INTERNATIONAL  
HELLENIC  
UNIVERSITY

DEPARTMENT OF  
BUSINESS ADMINISTRATION

Serres Campus  
Terma Magnesias, 62124, Serres - Greece

## **COURSE DESCRIPTION**

### **CORPORATE SOCIAL RESPONSIBILITY**

**Semester:** 5th

**Lectures:** 3 hours per week

**ECTS:** 5

#### **Course objective:**

The objectives of this course are the following:

- The course aims to demonstrate the strategic importance of socially responsible and ethical behavior for business success and societal well-being.
- It covers topics related to the concepts of business ethics and corporate social responsibility in modern reality, including diverse requirements such as the need for cost-effectiveness and the obligation of ethical and socially responsible behavior.
- The aim of the course is to raise students' awareness of ethical and socially responsible behavior..

#### **Learning outcomes:**

Upon completion of the course, students should be able to:

- • Recognize concepts and identify trends in business ethics and corporate social responsibility issues.
- Recognize the forms of corporate social responsibility for businesses and identify, describe and plan business actions that respond to them.
- Recognize the ethical patterns of business behavior and identify, describe and plan business actions that respond to them.
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- Develop and compose arguments in favor of (or against) corporate social responsibility and ethics.
- Recognize, explain, and manage ethical dilemmas arising in business, using ethical theories and other ethical decision-making models.
- Identify and be able to manage and resolve problems that arise in the business relationship with stakeholders.

**Course content:**

1. Introduction to business ethics and corporate social responsibility
2. The concept of ethics in the context of economics and business
3. Corporate social responsibility
4. Stakeholder management
5. Introduction to ethical philosophy
6. Making "ethical decisions" in business
7. Ways to Develop Corporate Responsibility in Business: The Values and Mission of the Business.
8. Ways to Develop Corporate Responsibility in Business :: Ethics Programs and Code of Conduct
9. Measuring and evaluating corporate ethics and social responsibility • Corporate governance
10. Corporate Responsibility in the Market: Customer Relationships and Competitors
11. Corporate responsibility within the organization: relationships with employees.

**Exam methods:**

- Multiple choice questions
- Theory understanding
- Case study analysis