



Seminar 542

Seminar in Corporate Social Responsibility

Spring Term 2016

(Time: Tuesday, 8:00h to 12:00h, Location: Seminar-Room UNK-E-2)

	Date	Theme	Contributor
1	23.02.16	Introduction into the field of CSR: The implications of globalization	Christian Vögtlin Hannah Trittin
2		Agenda and how to conduct a good seminar presentation	Christian Vögtlin Hannah Trittin
3	08.03.16	Case study "Madecasse"	Class discussion
4		Theoretical foundation: Corporate Social Responsibility (CSR)	Stefanie Dubs Alexandra Fischer Caroline Häfeli
5	15.03.16	Theoretical Foundation: Corporate Citizenship and the Firm as a Political Actor	Julian Görner Philipp Hartung Arthur Macherel
6		The Corporation in Global Business: CSR and the Consumer	Lindsay Harrington Betty Windler Rebekka Wobmann
7	22.03.16	Guest Speaker	Marius Schlegel Senior Corporate Responsibility Manager Swisscom
8		The Corporation in Global Business: Global Governance and Self-Regulatory CSR Initiatives	Matteo Albisetti Victoria Hogheim
9	05.04.16	Guest Speaker	Dr. Ina Walthert Senior Consultant Sustainserv
10		CSR and Communication: The Role of Corporate Reporting and Communication for Organizational Legitimacy	Florian Limacher Meng Zhou
11	12.04.16	How to write a good seminar paper	Christian Vögtlin Hannah Trittin
12		Implementing CSR: The Role of Communication	Alexandra Brux Melina Malacarne Ramona Mostafa
13	19.04.16	Implementing CSR: How Managers Prioritize Stakeholder Concerns	Ines Lopar Linda Gipsle
14		Case Study and Seminar Summary	Christian Vögtlin Hannah Trittin