



Seminar 570

Seminar in Corporate Social Responsibility

Spring Term 2015

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

	Date	Theme	Contributor
1	17.02.15	Introduction into the Field of CSR: The Implications of Globalization	Christian Vögtlin Hannah Trittin
2		How to write your seminar paper	Christian Vögtlin Hannah Trittin
3	03.03.15	Case Study	Class discussion
4		Theoretical Foundation: Corporate Social Responsibility (CSR)	Andermatt, Kristin Gaegauf, Luca Leutenegger, Louis
5	10.03.15	Guest speaker	John Tobin, Credit Suisse
6		Theoretical Foundation: Corporate Citizenship	Realini, Sabrina Soufis, Lamprini
7	17.03.15	The Corporation in Global Business: Aspects of Global Governance	Eilinger, Samira Murer, Robin Suter, Tobias
8		CSR and Communication: The Role of New Media for Building and Maintaining Legitimacy	Haberthür, Mischa Klaas, Simone Fabienne Prasse, Alain
9	24.03.15	The Corporation in Global Business: CSR and the Consumer	Hunkeler, Michael Stadler, Marc Lee, Cherie
10		Implementing CSR: The Role of Communication	Deng, Yue Münch, Michaela Andrea Weber, Pascal
11	31.03.15	Implementing CSR: Challenges and Implications for Diversity Management	Bucher, Cristina Zhou, Yimin Wong, Kathy Miyuki
12		Guest Speaker	Sascha Bianchi, Swisscom
13	14.04.15	Implementing CSR: The Role of Responsible Leadership	Arkarawanatorn, Aurasiri Tan, Xinyi Wu, Zhaokun
14		Case Study	Class discussion