



Seminar 450

Seminar in Corporate Social Responsibility

Spring Term 2011

(Time: Tuesday, 10:15h to 12:00h, Location: Seminar-Room UNK-E-2)

Date	Theme	Contributor
22.02.11	Introduction into the Field of CSR	Christian Vöggtlin
01.03.11	Introduction: The Case of BP	Christian Vöggtlin
08.03.11	Theoretical Foundation: Corporate Social Responsibility (CSR)	Eiharsdottir Feldmann Koller
15.03.11	Theoretical Foundation: Corporate Citizenship	Arifi Flueckiger Frei
22.03.11	The Corporation in Global Business: Aspects of Global Governance	Keim
29.03.11	The Corporation in Global Business: Building and Securing Organizational Legitimacy	Inauen
05.04.11	Implementing CSR: The Role of Organizational Structures	Gihlardi Marti
12.04.11	Guest Speaker	Prof. Jonathan Doh
19.04.11	Implementing CSR: Challenges and Implications for HRM	Thanjan
03.05.11	Implementing CSR: The Role of Individual Behaviour	Bernet
10.05.11	Implementing CSR: Organizational Communication	Stöppelmann
17.05.11	Implementing CSR: Responsible Leadership	Argirova Bozhena Lyubomira
24.05.11	Case Studies	Credit Suisse
31.05.11	Case Studies	Holcim

Course Outline for the Seminar in Corporate Social Responsibility:



This course assesses the landscape of Corporate Social Responsibility (CSR) in theory and practice. It introduces the major themes and players that currently drive the agenda. The aim of the class is to bridge theory and practice of CSR by highlighting the implementation challenges of CSR. These challenges are closely linked to the perceived legitimacy of corporate activities.

The course sensitizes students for ethically critical issues and highlights aspects of responsibility on the organizational level and the individual level. The students will develop and present relevant topics of this field and will learn more about ongoing research projects at the Chair of Foundations of Business Administration and Theories of the Firm. Presentation and seminar paper in English. Active participation is required.