



Seminar 496

Seminar in Corporate Social Responsibility

Spring Term 2011

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

| Date | Theme | Contributor |
|----------|--|--|
| 21.02.12 | Introduction into the Field of CSR: The Implications of Globalization | Christian Vöggtlin |
| 21.02.12 | How to write your seminar paper | Christian Vöggtlin |
| 28.02.12 | Guest Speaker | Ina Maria Kaufmann Adrian Siegrist Sustainserv |
| 28.02.12 | Theoretical Foundation: Corporate Social Responsibility (CSR) | Student presentations |
| 06.03.12 | Theoretical Foundation: Corporate Citizenship | Student presentations |
| 06.03.12 | The Corporation in Global Business: Aspects of Global Governance | Student presentations |
| 13.03.12 | The Corporation in Global Business: Building and Maintaining Organizational Legitimacy | Student presentations |
| 13.03.12 | Guest Speaker | Kevin B. Lowe University of North Carolina |
| 20.03.12 | Implementing CSR: The Role of Organizational Structures | Student presentations |
| 20.03.12 | Implementing CSR: Challenges and Implications for HRM | Student presentations |
| 27.03.12 | Implementing CSR: Responsible Leadership Overview of current Research Projects at the Chair | Christian Vöggtlin |
| 27.03.12 | Guest Speaker | John Tobin Alexandra Mihailescu Credit Suisse |
| 03.04.12 | Implementing CSR: The Role of Individual Behaviour | Student presentations |
| 03.04.12 | Implementing CSR: Organizational Sensemaking | Student presentations |



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.