

Department of Business Administration

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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	17.02.13	How to write your seminar paper	Christian Vögtlin Hannah Trittin
3	03.03.15	Case Study	Class discussion
4	03.03.13	Theoretical Foundation: Corporate Social Responsibility (CSR)	
5	10.02.15	Guest Speaker	
6	10.03.15	Theoretical Foundation: Corporate Citizenship	
7	17.03.15	The Corporation in Global Business: Aspects of Global Governance	
8		CSR and Communication: The Role of New Media for Building and Maintaining Organizational Legitimacy	
9	24.03.15	The Corporation in Global Business: CSR and the Consumer	
10	2.11001.12	Guest Speaker	
11	31.03.15	Implementing CSR: The Role of Communication	
12		Implementing CSR: Challenges and Implications for Diversity Management	
13	14.04.15	Implementing CSR: The Role of Responsible Leadership	
14	14.04.13	Case Study	Class discussion