



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)	
5	10.03.15	Guest Speaker	
6		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		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		Case Study	Class discussion