



LITHUANIA BUSINESS COLLEGE

DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

CORPORATE SOCIAL RESPONSIBILITY

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Izolda Skruibyte
Annotation	The course aims to introduce students to the global economic, social, and environmental issues facing the world today and the solutions to these problems. The course also aims to provide students with knowledge of classical and modern CSR approaches. Students learn about national and international CSR initiatives, analyse the feasibility of CSR and assess CSR impact on the competitiveness of the company. After the course students: ➤ will be able to identify, describe and explain the main concepts and key principles of the phenomenon of CSR. ➤ will be able to analyse and apply theoretical knowledge in the business environment in solving economic, social and environmental problems. ➤ will be able to compare effectiveness of different CSR tools in creating competitive advantages for a company. ➤ will be able to understand the importance of ethical behavior and personal responsibility. ➤ will be able to express his/her ideas about good practice of CSR fluently and convincingly in both written and spoken forms, to communicate on CSR issues. ➤ will be able to express thoughts fluently and convincingly in both written and spoken forms, to communicate on international business issues.
Topics	• Introduction to CSR course. The phenomenon of CSR and the assumptions for its development. • The multidimensional nature of CSR and the main principles of CSR. Carroll's CSR pyramid. • Classical and modern approaches of CSR. • Disclosure of CSR and companies' accountability. • Implementation and development of CSR in companies' activity. • The impact of CSR implementation on the competitiveness of a company. • Links between CSR and national economy. • International CSR development initiatives.
Procedure for assessment of knowledge and competences	✓ 10 percent – control work No 1; ✓ 10 percent – situation analysis; ✓ 20 percent – independent homework and its presentation; ✓ 60 percent – final exam.