

Table 5.2. Course unit description

Study program: Economics and business management			
Type and level of studies: Undergraduate studies (first level)			
Course unit: Corporate Social Responsibility			
Teacher in charge: Stevanović, S. Aleksandra			
Language of instruction: English			
ECTS: 7			
Prerequisites: /			
Semester:			
Course unit objective: The concepts of corporate social responsibility (CSR) and business ethics are becoming increasingly important and lead to changes in the company's purpose and goals, affecting the incorporation of ethical and philanthropic dimensions in many business processes. The purpose of the course is to provide students with a perspective of observing the problems of business economics and management, based on social responsibility. The goals of the course are to enable students to develop the ability to analyze theoretical and practical approaches to corporate social responsibility and business ethics, to recognize the need to adopt ethical principles of business and to adopt socially responsible business policies at a strategic level, as well as to be able to shape and implement CSR policies and strategies at all organizational levels. Students will be able to understand the concept and content of CSR and business ethics, as well as to manage activities within its internal and external dimensions.			
Learning outcomes of Course unit After studying this course unit, students are expected to be able for: <ul style="list-style-type: none"> • understanding the essence and importance of CSR and business ethics from a managerial perspective, • implementation of CSR and business ethics in companies when solving various professional problems, • analysis of real business problems in the area of social responsibility, synthesis of information and presentation of findings and conclusions, • the choice of adequate ways to solve practical problems of the organization in a socially responsible manner and in accordance with the ethical principles, • development of an ethical leadership style in the course of a future career, • dealing with various ethical dilemmas in business, • understanding the factors that influence the development of social responsibility in companies, • group and team work. 			
Course unit contents <i>Theoretical lectures: Defining corporate social responsibility and related concepts; Business ethics as a framework for understanding CSR; Development of the concept of CSR; The importance of CSR; Theories of CSR (instrumental, political, integrative, ethical and institutional theories); Stakeholder theory and social responsibility; Dimensions and areas of CSR; Socially responsible initiatives; Economic aspects of social responsibility</i> <i>Practical lectures: exercises, case studies</i>			
Literature Crane, A. & Matten, D. (2010). <i>Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalization, 4th edition</i> . Oxford, UK: Oxford University Press.			
Number of active teaching hours			Other classes
Lectures 3	Practice 2	Other forms of classes Independent work	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral or written examination	30
practical classes/tests			
Seminars/homework	60		
Project			
Other			
Grading System			
Grade	Bo. Of Points:	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	

6	51-60	Passing
5	0-50	Failing