

ACADEMIC YEAR
2016/2017
COURSE SYLLABUS

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| Author: | 1. dr hab. Maria Aluchna, prof. SGH 2. |
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ID No:

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| Title | Responsible management (e-learning) |
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| Studies | BA |
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Part A

Course description:

The course presents the concept of responsible management addressing the challenges and shortcomings for the traditional models of competition and responding to regulatory changes. Responsible management refers to the business conduct combining at for the current governance, environmental and social challenges. It provides a set of recommendations, guidelines and practices in the areas of corporate governance, corporate and business strategies, CSR, organization and reporting.

Part B

Course objectives:

The goals of the course is to present the concept of responsible management addressing its conceptual and practical dimensions. The course aims at delivering the idea of responsible management referring to corporate governance, strategic management, compliance, reporting and internal company organization. Additionally, the course delivers wide range of case studies which illustrate the adoption of responsible management by companies in business practice.

| Learning Outcomes: | |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Knowledge | <p>After completing the course:</p> <ol style="list-style-type: none"> 1. The student acquired the knowledge on responsible management with respect to both conceptual frameworks and practical implications 2. The student studied the importance, dimensions and tasks of the responsible management in the current business environment 3. The students learnt about the limitations for business operation relating to the ethical issues, environmental impact and social performance 4. The students acquired the knowledge on directions for responsible management with reference to corporate governance, strategy, CSR, sustainability, implementation, organization and reporting |
| Skills | <p>After completing the course:</p> <ol style="list-style-type: none"> 1. The student should be able to identify most crucial challenges in responsible management 2. The student is able to judge the company operation with selected areas according to responsible management principles (governance, compliance, reporting, strategy) 3. The student is able to adopt the guidelines and principles of responsible management at different levels of company 4. The student is able to find necessary data and regulatory documents as well as knows the access to companies' case studies which illustrate the practice (or failures) of responsible management |
| Social competences | <p>After completing the course:</p> <ol style="list-style-type: none"> 1. The student understands the concept of responsible management and is able to discuss its components 2. The student understands the governance, social and environmental dimensions of company operation 3. The student developed skills such as analytical skills, critical thinking, knowledge integration of analyzed topics 4. The student understands the interdependence of social, economic, regulatory and environmental systems both on the national as well as on the international level |
| Part C | |

Course content:

1. Introduction and motivation, organization of the course (responsible management, accountability, governance, regulation, business model)
2. Corporate scandals (scandals, failures, conflicts, shortcomings, CG inefficiencies)
3. Dishonesty towards stakeholders (lack of accountability, lack of ethics, subcontracting, stakeholders, social performance)
4. Environmental damage (climate change, pollution, excessive consumption, land degradation, species extinction)
5. Responsibility and corporate governance I (shareholder activism, shareholder empowerment, shareholder proposal, MSV paradigm, stakeholder involvement)
6. Responsibility and corporate governance II (board of directors, females on board, incentive mechanisms)
7. Responsibility at corporate and business level I (goals, measures, performance, parent company, portfolio management)
8. Responsibility at corporate and business level II (values, mission, vision, competitive advantage, core competences)
9. Corporate social responsibility I (corporate social responsibility, social dialogue, stakeholder management, corporate citizenship, CSR offices)
10. Corporate social responsibility II (social company, social innovation, employee volunteering, ESG criteria, CSR policy)
11. Sustainability (waste management, energy use, material use, footprint, environmental impact)
12. Reporting and disclosure (guidelines, transparency, GRI, Global Compact, integrated reporting)
13. Internal organization for responsible management II (leadership, motivation, communication, organizational culture, norms)
14. Internal organization for responsible management III (organization, job content, hierarchy, control, power)
15. Challenges and further developments (regulation, sectorial codes, business conduct, ethics, EU/ UN/ OECD initiatives)

Literature:

1. O. Laasch, R. Conaway (2014). Principles of Responsible Management, Cengage Learning.
2. C. Sanford (2011). The Responsible Business: Reimagining Sustainability and Success, Jossey Bass.
3. K. Ogunyemi (2014). Responsible Management: Understanding Human Nature, Ethics, and Sustainability, Business Expert Press.

Additional literature:

1. D. Ette (2014). Responsible Management Accounting and Controlling: A Practical Handbook for Sustainability, Responsibility and Ethics, Business Expert Press.
2. M. Moody-Stewart (2014). Responsible Leadership: Lessons from the Front Line of Sustainability and Ethics, Greenleaf.

Three publications of the course instructor referring to the course theme:

1. Aluchna M., Aras G. (2015). Transforming governance (red.), Gower, Ashgate Publishing, Surrey.
2. Aluchna M., Roszkowska-Menkes M. CSR and corporate governance: In the search for common ground, Przegląd Organizacji, no. 8, p. 38-44 (2015).
3. Aluchna M. (2014). The corporate declaration versus corporate practice. The financial crisis

perspective in: A. Mermod, S. Idowu (ed.) Corporate social responsibility in a global business world, Springer, Heidelberg, p. 115-134.

4. Aluchna M. (2013). Socially responsible boards. The evidence from RESPECT index companies, International Journal of Social Entrepreneurship and Innovation, vol. 4, no 2, p. 312-330.

Part D

Prerequisite:

N/A

Studies level:

BA, 3rd year

Suggested ECTS points: 3

Form and length of the course: 30 academic hours

Teaching methods:

| | Full time studies | Part time studies | |
|--------------------------|-------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Element | | | |
| Lecture | | | Case studies |
| Classes | | | Games, simulations |
| Discussion | | | Presentations, essays |
| Laboratory | | | Discussion |
| Training | | | Guests |
| Own work plus e-learning | | | Other |
| E-learning | x | x | Materials: <ul style="list-style-type: none"> Text – case studies, examples, data Recorded materials Forum (discussion) Homework |
| Other | | | |
| Grading (100%): | | | Requirements: Course is based on e-learning written and recorded materials (data, examples, case studies) |
| Traditional written exam | | | |
| Test | | 50% | |
| Oral exam | | | |
| Colloquium | | | |
| Essay | | 20% | |
| Homework plus forum | | 30% | |