



TQF 3: Course Specification

Course Title : IIB 3439 Corporate Social Responsibility

Credits : 3(3-0-6)

Date & Time: Thursday, 08:30 -11:30 AM

Semester : 2 **Academic Year :** 2014

Curriculum : Bachelor of Business Administration

(BBA) in International Business Program (International Program)

International College, Suan Sunandha Rajabhat University

(SSRUIC)

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Section 1 General Information

1. Code and Course Title : IBU 3439 Corporate Social Responsibility

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

This course of Bachelor of Business Administration, International College, SSRU is categorized in international business program as business elective.

4. Lecturer (s) :

Mr. Kevin Wongleedee

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5. Year / Semester

Year 2014/ Semester 2

6. Prerequisite Course

IBU 2203 Principles of Human Resources

IBU 2307 International Business

7. Co-requisite Course :

None

8. Learning Location

Building Number : Srijuthapa 21 Room Number 2147

9. Last Date for Preparing and Revising this Course:

August 15, 2014

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will possess a cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

1. Demonstrate an understanding of basic HRM terms and principles through written and oral communication.
2. Demonstrate the ability to form a global mindset of different cultures and human resource issues impacts diverse environment while maintaining a linkage mutual benefit.
3. Demonstrate an understanding of the impacts of globalization and modern influence of technology in Human Resources Management (HRM).
4. Demonstrate an ability to discuss of the developing effectiveness in human resources as well as effectiveness of diversity training programs.
5. Demonstrate an ability to explain the process of recruitment, selection, training, development, compensation & security and other HRM important policies.
6. Demonstrate an ability to write a HRM case analysis as a term paper and deliver PowerPoint presentation to the class.

2. Objectives for Developing / Revising Course (content / learning process / Assessment / etc.)

According to TQF (Thailand Quality Framework: HEd.), students should have essence of knowledge in learning management and classroom management as follows:

2.1 Learning management consisting of:

- 1) Learning and applying concepts and theories;
- 2) resolving the problem according to those concepts and theories;
- 3) Designing and managing of learning experiences;

2.2 Classroom management consisting of:

- 1) Management concepts and theories;
- 2) Educational leadership and teamwork;
- 3) Learning of organizational culture;
- 4) Organizational human relations and communication;

Section 3 Course Structure

1. Course Description

Introduction to the contemporary phenomena of corporate social responsibility and business ethics. Theoretical approach with focus on historical issues like management of business ethics, role of shareholders and stakeholders and interplay between civil society, corporations, and governments.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self-study	Remedial Class
48 hours	-	96 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

1 hour / week

Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Ethic and Moral</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time.</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make decisions in business according to moral concepts and judgments.</p>	<p>1. Learn and practice punctuality and no tardiness</p> <p>2. Learning about plagiarism and consequences</p> <p>3. Learning about the consequences of cheating in exams</p>	<p>1. 90 percent of students come to class on time</p> <p>2. 100 percent of students do the report by themselves</p> <p>3. 100 percent of students do not cheat in exams</p> <p>4. 100 percent of students submit report on time.</p>
<p>2. Knowledge</p> <p>(1) The ability to identify the business theories and describe important case studies.</p> <p>(2) The ability to provide and analysis and provide the solution to real world problems</p> <p>(3) The ability to use business knowledge integrated with other disciplines</p>	<p>1. Lecture with PowerPoint</p> <p>2. Problem-Based Learning</p> <p>3. Case Study</p> <p>4. Group Study</p> <p>5. Group Presentation</p> <p>6. Questions and Answers</p>	<p>1. Essay Questions</p> <p>2. Peer-evaluation</p> <p>3. Submit HRM training manual report</p>
<p>3. Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research</p> <p>(2) Self-study and sharing information to the class</p> <p>(3) The ability to solve problems from case studies</p>	<p>1. Do research</p> <p>2. Case Study</p> <p>3. Brainstorming</p> <p>4. HRM Guest Speaker (Optional)</p>	<p>1. Essay Questions</p> <p>2. Class Participation</p> <p>3. Case Study Analysis</p>

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>4. Interpersonal Skills and Responsibilities (1) The ability to communicate in English (2) The ability to use English to solve business problem (3) Initiate some new business ideas and have leadership</p>	<p>1. Classroom debating 2. Group competition</p>	<p>1. Peer-evaluation 2. Evaluation of the process and the success of teamwork</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to daily life (2) Be able to use statistics and mathematics to solve business problems (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>1. Students present their work by using Graphs and show basic statistics such as turnover rate. 2. Students present their work by using proper HRM English 3. Students use mathematic formula in their problem solving.</p>	<p>1. Evaluate their quantitative analysis 2. Evaluate their ability to use proper HRM English 3. Evaluate their ability to use graph, tables, and mathematics analysis.</p>

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	Introduction to CSR Competitive advantage of CSR Global environment Globalization of CSR	3	Lecture with PowerPoint Questions and Answers Graphs
2	World -diversity of business ethics Equal employment opportunity Case: Social responsibility and profit	3	Lecture with PowerPoint Case Study 1 Questions and Answers
3	Company laws Employee involvement and flexible work schedule	3	Lecture with PowerPoint Problem-Based Learning
4	Ethics and Communication of Corporate Social Responsibility	3	Lecture with PowerPoint Problem Analysis
5	Selection process Matching people and jobs Employment test Employment interview	3	Lecture with PowerPoint Graphs Exercises
6	Training and development Conducting needs assessment Designing the training program	3	Lecture with PowerPoint Problem-Based Learning
7	Review all materials	3	Group Study Questions and Answers
8	Midterm Exam	3	Essay Questions
9	Designing Organization for CSR Career development Career management Personal career development	3	Lecture with PowerPoint Problem-Based Learning

Week	Topic/Outline	Hours	Learning Activities and Medias
10	CSR as Economic Development Appraising program Improving performance Case: Which performance appraisal method to use?	3	Lecture with PowerPoint Case Study 2
11	Doing better and Doing good with CSR Managing compensation Job evaluation system The compensation structure	3	Lecture with PowerPoint Group Discussion
12	Corporate Citizenship Around the World	3	Lecture with PowerPoint Questions and Answers
13	Employee benefits Employee assistance programs Case: Designing a benefits package.	3	Lecture with PowerPoint Case Study3
14	CSR vital topics Safety and Health Healthy work environment The management of stress	3	Group Presentation Peer-evaluation
15	Study Time	3	Study time
16	Make-up Class	3	Study time
17	Final Exam	3	Essay Questions
Total of Hours		48	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	Attendance	Every week	10
2	Knowledge	Midterm exam Final exam	8 16	25 25
3	Cognitive Skills	Case Study analysis	2, 10	10
4	Interpersonal Skills and Responsibilities	Group Presentation Report	14	15
5	Numerical Analysis, Communication and Information Technology Skills	Teamwork Group Study	2, 10	15

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

1. Stuart, H. *Risky Business: Communicating Corporate Social Responsibility*.
2. Perrini, F. (2006). The practitioner's perspective on non-financial reporting. *California Management Review*, 48(2). (Available on HBR.)
3. Bhattacharya, C.B., & Sen, S. (2004, Fall). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47 (Available on HBR)
4. Gable, C., & Shireman, B. (2004, January). The stakeholder imperative. *Environmental Quality Management*, 14(2), 1-8.

2. Important Documents for Extra Study

5. Ferrell, O.C., & Maignan, I. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32 (1).
6. Jamali, D. A. (2008). A stakeholder approach to corporate social responsibility: A fresh perspective into theory and practice. *Journal of Business Ethics* 82, 213–231.
7. Morsing, M., Schultz, M, & Nielson. (2008, April). The Catch 22 of communicating CSR. *Journal of Marketing Communications*, 14 (2), 97-111.

3. Suggestion Information (Printing Materials/Website/CD/Others)

WWW.CNN/Business International.com

www.bangkokpost.com

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Allow students to evaluate lecturer's performance in class

2. Strategies for Course Evaluation by Lecturer

Allow head of department to observe in class and evaluate lecture's performance

3. Teaching Revision

Revise the teaching technique at the end of semester and do classroom research

4. Feedback for Achievement Standards

Head of Department review the rubric scores

5. Methodology and Planning for Course Review and Improvement

At the end of semester, review all the teaching techniques and teaching materials, then develop a plan for the improvement.