



I. IDENTIFICACIÓN DE LA ASIGNATURA: Class Identification					
CARRERA	Relaciones Internacionales (International Relations)				
NOMBRE ASIGNATURA	Corporate Social Responsibility				
NIVEL EN QUE SE IMPARTE					
PREREQUISITOS					
HRS. SEMANALES UD	4UD	Cátedra	64	Laboratorio Taller	NA
HORARIO	Tuesday 8:20-10:50am				
NOMBRE PROFESOR					
CORREO ELECTRÓNICO	david.baeza.c@outlook.com				
HORARIO DE ATENCIÓN	By Appointment				

II.RESULTADOS DE APRENDIZAJES (<i>Learning Objectives</i>)
<ul style="list-style-type: none"> • While already well entrenched in standard business practice, the concept of CSR still generates a great deal of debate in global political and economic contexts. This class is designed to bring students into this debate and help them develop a position on the issue. • Understand the historical context within which the concept of Corporate Social Responsibility (CSR) developed, effectively using key concepts and terms • Understand the positions and players in the current debate surrounding the significance of CSR in a global context • Apply this understanding in thoughtful analysis of selected CSR and Sustainability Reports obtained through online research • Develop an approach to and position on the ethical dimensions of ‘corporate citizenship’ in a global economy

III. METODOLOGÍA DOCENTE (*Teaching Method*)

- Readings will be assigned every class to provide a historical, socio-political, environmental, and economic context for analysis of the current state of the debate surrounding CSR.
- Readings will be discussed, and their positions analyzed in the first part of each double class period
- A guided extension of this discussion in related shorter readings, excerpts, quotes, hypothetical situations, videos and case studies will guide the group work that will occupy roughly the second half of the double period
- Groups will change each class and the responsibility of group reporting on the day's topic will alternate, with each student responsible for sending one report/video/group of quotes and a list of questions to guide class discussions/group work
- The goal of group work is to reach a consensus on the CSR topic of the day, and the responsibility of the group leadings discussions is to briefly summarize the process of reaching that consensus
- As we move from general to more specific considerations during the course, we will conclude the semester with a guest speaker on a Chile-specific CSR topic and better understand the "social" context in which CSR is applied in Chile
- We will have several guest speakers and field trips, as well as an opportunity to carry out a "mock CSR" activity

IV. METODOLOGÍA DE EVALUACIÓN (Evaluation Method)

DESCRIPCIÓN (Panorama del Proceso Evaluativo)		
Tipo de Evaluación (Evaluation Type)	Resultado de aprendizaje que evalúa (Learning objective upon which you will be evaluated)	Ponderación (Weight)
2 Quizzes		20%
Group Report	<ul style="list-style-type: none"> • Prepares some sort of materials (questions, ppt, video, guest speaker [you can bring in someone if you want], etc.) • Informs the class if prior readings are necessary 	10%
Participation	<ul style="list-style-type: none"> • Demonstrate thoughtful preparation of questions and materials 80% attendance is mandatory.	15%
Group Project	Apply understanding in thoughtful analysis of selected CSR and Sustainability Reports obtained through online research (must apply to a Chilean context)	30%
Final Test	Evaluate the ethical dimensions of 'corporate citizenship' in a global economy	25%

V. Reglas del Curso
Class Rules

- A minimum 80% attendance is required.
- Arriving more than twenty minutes late to class constitutes an absence, unless there are demonstrable extenuating circumstances. (Missing the bus is not an extenuating circumstance, nor is missing the train).
- Group Reports must be received via email before 8:00 pm.
- Failure to participate in assigned Group Presentations without acceptable notification or justification will result in a failing grade for that assignment.
- Plagiarism is not accepted and will result in an immediate failing grade.

Report: Presentation of CSR topic in a LATAM Context (20 minute presentation) - 10% of Class Grade

You will research a CSR topic within the context of Latin America. You must consider a social issue and the response of a corporation. Topics could include deforestation, flooding, Amazon Rainforest destruction.

The structure of the presentation should be as follows:

- A basic presentation of the Company (what does it do, where is it based, why is it in LATAM)
- A presentation of the context in which the Company operates (what industry, what is the surrounding community like)
- Issues in which the Company has included to engage in regarding CSR
- Community reaction to the CSR activities
- Short discussion of ways in which the Company could continue to engage with the community and combat an issue in the community

Criteria for evaluation		
Objective	Elements for grading	Points (total of 100)
Incorporation of readings/theories discussed	Demonstrate an understanding of CSR and ways in which companies approach CSR	20
Group Discussion	Presentation generates discussion and questions among participants	10
PPT	Students present a ppt or a prezi with at least 10 slides	10
Research	Students demonstrate that they have thoroughly researched a company and a region. Students show that they have used at least 5 sources in the presentation.	30
Evaluation of CSR Program	Students demonstrate that they have truly investigated the CSR program and the community reaction to the program and benefits from the program to evaluate its effectiveness.	30

Group Project: Examination of a CSR topic in Chile (20 minute presentation) - 30% of Class Grade

Groups will research a CSR topic within Chile. Groups must consider a social issue and the response of 2 companies in Chile. Topics could include deforestation, flooding, dams, natural habitat destruction, etc.

The structure of the presentation should be as follows:

- A basic presentation of the Companies (what do they do, where are they based, why are they in Chile) (the companies should be international companies and fairly large. They do not need to be related, although if you want to examine 2 companies in a similar industry you are welcome to do so)
- A presentation of the context in which the companies operate (what industry, what is the surrounding community like)
- Issues in which the Companies have decided to engage in regarding CSR (globally, if applicable, and then locally, in a Chilean context)
- Community reaction to the CSR activities
- Short discussion of ways in which the Companies could continue to engage with the community and combat an issue in the community
- Analysis of the two companies' commitment to CSR and the effectiveness of the CSR programs (what do outsiders say about their program? Is it really as great as the company says it is?)

Criteria for evaluation		
Objective	Elements for grading	Points (total of 100)
Incorporation of readings/theories discussed	Demonstrate an understanding of CSR and ways in which companies approach CSR	10
Group Discussion	Presentation generates discussion and questions among participants. Group has at least 5 discussion questions for the class.	10
PPT	Students present a ppt with at least 15 slides. Presentation is legible and is not plagiarized from the company web page. Where information is taken directly from the webpage, quotations are used.	10
Research	Students demonstrate that they have thoroughly researched the companies and the areas in Chile in which they operate. Students show that they have used at least 8 sources in the presentation. (Sources can be presented on the final slide as hyperlinks). At least half of the sources ARE NOT based on company pages	30
Evaluation of CSR Program	Students demonstrate that they have truly investigated the CSR programs and the community reactions to the program and benefits from the program to evaluate its effectiveness. It is obvious that the students have actually investigated the topic and the community response and that they have critically examined the program. Students present both the benefits and the possible harms that could come from the program.	40

Bibliography

Primary Sources:

- Beckman, Terry, Colwell, Alison, and Cunningham, Peggy H. (2009) “The Emergence of Corporate Social Responsibility in Chile: The Importance of Authenticity and Social Networks.” *The Journal of Business Ethics*. March. Volume 86, Issue 2.
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- May, Steve, Cheney, George, and Roper, Juliet, eds. (2007). *The Debate Over Corporate Social Responsibility*. Oxford University Press.
- Nadal, Alejandro and Wise, Timothy A. (2004). “The Environmental Costs of Agricultural Trade Liberalization: Mexico-U.S. Maize Trade Under NAFTA.” Working Group on Development and Environment in the Americas. Discussion Paper Number 4.
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- Shamir, R. (2004) “The De-Radicalization of Corporate Social Responsibility” *Critical Sociology*. May 2004. 30: 669-689