



MMBA8068

Strategic Corporate Social Responsibility

Term 2, Special circumstances 2021

Department of Management

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Prof Debbie Haski-Leventhal

debbie.haski-leventhal@mq.edu.au

Room 617, level 6, 4 Eastern Road, Macquarie University

Wednesday, 10am – 12pm

Credit points

10

Prerequisites

Admission to MBA or GradCertMgtPostMBA or MSusDev or MSocEntre or GradCertSocEntre or GradDipMgt

Corequisites

Co-badged status

Unit description

Strategic CSR is the incorporation of a holistic CSR perspective within a firm's strategic planning and core operations so that the firm is managed in the interest of a broad set of stakeholders to achieve maximum economic and social value over the medium to long term. It implies that CSR is aligned with the company's brand and what it stands for and embedded in every aspect of the business. In this unit we will examine the evolution of CSR thought and practice, discuss stakeholder integration and responsible leadership, present approaches to business ethics, and explore business sustainability and climate action. We will work on the practices of measuring and reporting impact, communication and organisational change towards sustainability.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Integrate Strategic Corporate Social Responsibility (CSR) and its six components into business operations

ULO2: Use a stakeholder integration approach in order benefit the organisation and

society at large.

ULO3: Integrate ethical concepts, social and environmental factors into business decision-making.

ULO4: Demonstrate how strategic CSR can assist in delivering social, financial, and environmental value, both as an individual and as part of a group

General Assessment Information

Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24-hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Discussions, debate, analysis and small group tasks	20%	No	In class
Group Presentation	40%	No	23/05/2021
CSR Analysis Report	40%	No	01/06/2021

Discussions, debate, analysis and small group tasks

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 8 hours

Due: **In class**

Weighting: **20%**

This task requires students to contribute to in class activities that are based on content and concepts.

On successful completion you will be able to:

- Integrate Strategic Corporate Social Responsibility (CSR) and its six components into business operations
- Integrate ethical concepts, social and environmental factors into business decision-

making.

Group Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 34 hours

Due: **23/05/2021**

Weighting: **40%**

The group presentation will be based on an analysis of a company's strategic CSR, as defined and applied in this unit. Each group needs to find a company that has a CSR and/or sustainability program. This can be a company one of the group members works or has worked in or a well-known company. The group is required to collect data using publicly available information and/or via interviews and surveys. In the last day of this unit, each group will present for 30 minutes, with each member presenting for at least five minutes on one of the five parts: 1. The company, its vision, mission and business strategy 2. Its current CSR. 3. Stakeholder integration approach 4. Strategic CSR (all six aspects)

On successful completion you will be able to:

- Integrate Strategic Corporate Social Responsibility (CSR) and its six components into business operations
- Use a stakeholder integration approach in order benefit the organisation and society at large.
- Integrate ethical concepts, social and environmental factors into business decision-making.
- Demonstrate how strategic CSR can assist in delivering social, financial, and environmental value, both as an individual and as part of a group

CSR Analysis Report

Assessment Type ¹: Report

Indicative Time on Task ²: 28 hours

Due: **01/06/2021**

Weighting: **40%**

Based on the group work for the group presentation, each member will be required to submit a full individual report. The report will need to include a review of the relevant literature, an analysis of the business (including its strategy, current CSR, six aspects of strategic CSR) and offer suggestions for improvement. The reports are to be written individually and will be checked for plagiarism. In addition, the group will need to provide one shared document on which they will be

assessed collectively. It will include an executive summary of the company's analysis, and one additional aspect of CSR (e.g. reporting or marketing). It will also include a reflection on the project and the teamwork.

On successful completion you will be able to:

- Integrate Strategic Corporate Social Responsibility (CSR) and its six components into business operations
- Use a stakeholder integration approach in order benefit the organisation and society at large.
- Integrate ethical concepts, social and environmental factors into business decision-making.
- Demonstrate how strategic CSR can assist in delivering social, financial, and environmental value, both as an individual and as part of a group

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required text	Haski-Leventhal, D. (2018). Strategic Corporate Social Responsibility: Tools and theories for responsible management. London: SAGE
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	<ul style="list-style-type: none">• Number and length of classes: 5 x 8 hours of lecture and seminar activities. Classes may vary due to public holiday(s)• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.