

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	MNG506	SEMESTER	5th
COURSE TITLE	CORPORATE GOVERNANCE & CORPORATE SOCIAL RESPONSIBILITY		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		4	5
COURSE TYPE	In-Depth Analysis		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is:</p> <ul style="list-style-type: none"> - To introduce students to the deficiencies in corporate governance while also showing the importance of stakeholder relations - To present the profile of the debates/challenges regarding corporate social responsibility and shown the inter-relationship with governance - To present to the students - To present the basic principles, methods and techniques used by business in the frame of CSR - To highlight stakeholders' role and its impact on the long-term benefits in the social, financial and environmental frame. <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • Understand moral & ethical ontological and applied issues in enterprises • Develop creative thinking and critical competence in the cognitive field of business ethics. • Become familiar with the subject of corporate social sensitivity. • Realize the appropriate way of doing business in a framework of corporate social responsibility and corporate governance • Understand elements of social entrepreneurship • Familiarize themselves with diversity management approaches • Familiarize themselves with corporate social responsibility strategy documentation
General Competences
<p>Working independently</p> <p>Teamwork</p> <p>Decision-making</p> <p>Search, analyze and synthesize data and information, using the necessary technologies</p>

Adapt to new situations
 Respect for diversity and multiculturalism
 Respect for the natural environment
 Showing social, professional, and ethical responsibility and sensitivity to gender issues

3. SYLLABUS

1. Ethics and Entrepreneurship
2. Ethical responsibility: The individual and the business
3. Moral and ethical issues in the business and Corporate Social Responsibility
4. Ethical Approaches to the Mechanisms of the Free Economy: Funding, Accounting Illustrations, Investments
5. Scriptural Silence Codes: Revelation or Revelation
6. Business Ethics in Marketing & Logistics
7. Organizational justice in the workplace
8. Environmental Ethics
9. Intellectual Property and New Technologies
10. Ethics on the Internet
11. Ethical issues and international obligations in a context of globalized reality
12. New ethical challenges and checks for 21st century business
13. Develop a Strategic Corporate Social Responsibility Plan (Private / Public Sector) Case Studies

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

W. TEACHING AND LEARNING METHODS – EVALUATION									
DELIVERY	Face -to-face, Distance learning								
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none">• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)• Support of lectures using presentation software• Use of audiovisual material• Use of web applications <p>Communication with students: face to face at office hours, email, eclass platform</p>								
TEACHING METHODS									
	<table><tr><td>Activity</td><td>Workload</td></tr><tr><td>Lectures (direct)</td><td>52</td></tr><tr><td>Writing paper/ papers</td><td>32</td></tr><tr><td>Independent Study</td><td>39</td></tr></table>	Activity	Workload	Lectures (direct)	52	Writing paper/ papers	32	Independent Study	39
	Activity	Workload							
	Lectures (direct)	52							
	Writing paper/ papers	32							
Independent Study	39								

	<i>Advisory support</i>	0,5
	<i>Exams</i>	2
	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	125,5 h
STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes: <ul style="list-style-type: none"> Multiple choice questionnaires Open-ended questions Problem solving Oral examination Evaluation criteria: correctness, completeness, clarity Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> Multiple choice questionnaires Open-ended questions Problem solving Essay/report Oral examination Evaluation criteria: correctness, completeness, clarity <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- [94645238]: Εταιρική κοινωνική ευθύνη, Rasche Andreas, Morsing Mette, Moon Jeremy (Συγγρ.) - Σαχινίδης Αλέξανδρος, Ρουμελιώτης Μιχάλης (Επιμ.)
- [7335]: ΕΤΑΙΡΙΚΗ ΚΟΙΝΩΝΙΚΗ ΕΥΘΥΝΗ, PHILIP KOTLER, NANCY LEE
- [117868]: ΕΤΑΙΡΙΚΗ ΔΙΑΚΥΒΕΡΝΗΣΗ, Θ. ΛΑΖΑΡΙΔΗΣ, Ε. ΔΡΥΜΠΕΤΑΣ
- [86183338]: Επιχειρηματικότητα, Alain Fayolle
- [102071498]: Βιώσιμη Ανάπτυξη και Στρατηγική Επιχειρηματική Υπευθυνότητα σε Μικρομεσαίες Επιχειρήσεις, Μανασάκης Κωνσταντίνος
- [77106826]: Στρατηγική Εταιρική Κοινωνική Ευθύνη, Haski-Leventhal Debbie, Κωνσταντίνος Μανασάκης, Γεώργιος Θερίου (επιμέλεια)
- [77107362]: Βασικές Αρχές της Βιώσιμης Επιχείρησης-Θεωρία, Πράξη και Στρατηγική, Sanders R. Nada, Wood D. John

Suggested Bibliography in English Language:

- Brent D. Beal (2013) Corporate Social Responsibility: Definition, Core Issues, and Recent Developments 1st Edition, SAGE
- Anna Aseeva (2021) From Corporate Social Responsibility to Corporate Social Liability: A Socio-Legal Study of Corporate Liability in Global Value Chains 1st Edition, Hart Publishing
- Debbie Haski-Leventhal (2022) Strategic Corporate Social Responsibility: A Holistic Approach to Responsible and Sustainable Business Second Edition, Sage
- David Chandler (2020) Strategic Corporate Social Responsibility: Sustainable Value Creation 5th Edition, Sage.
- George Serafeim (2020) Social-Impact Efforts That Create Real Value, Harvard Business Review
- Goel M., & Ramanathan P., (2014) Business Ethics and Corporate Social Responsibility – Is there a Dividing Line? Procedia Economics and Finance Volume 11, 2014, Pages 49-59
- Timothy J. McClimon (2021) 10 CSR Trends To Watch In 2021, Forbes.

Related academic Journals:

- Corporate Social Responsibility and Environmental Management
- Social Responsibility Journal
- International Journal of Corporate Social Responsibility
- International Journal of Corporate Strategy and Social Responsibility

Instructor's Notes