

OIBUSX12 - Social Innovation and Corporate Social Responsibility

How to make social a business issues?

Professor: Hélène XUAN

Contact information:

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Department: International affairs

Semester: 1

Course level: L3 undergraduate

Domain: Social business / Business

Teaching language: English

Number of in-class hours: 33

Number of course sessions: 10 + Exam

ECTS: 6

Course description and objectives

CSR is about “acting” like a citizen for a corporation. But what is a social responsibility? What is a responsible company? What forms of corporate governance are most conducive to socially responsible corporate behavior? And how can social innovation be combined with overall corporate performance?

In this course we seek to understand the role of social innovation for companies and business activities in general. We will reflect on the role of companies in society and determine what social responsibilities may arise from this role, beyond the obligation to comply with the law. We will also reflect on the idea of social innovation being a key component for corporation to make sustainable growth and profit. Regarding the Future of Work's challenges (AI, multiple and longer career, longevity issues ...), we will look at social innovation potentialities. Finally, we will apply social innovation at the different level of stakeholders considering the ways and means of action to raise awareness amongst employee and manager, but also citizen.

Prerequisites

Good overall understanding of the company's environment, its management, its activity. For this, it will be useful to read the press regularly.

Be ready to debate in an argumentative way, and to listen to the arguments of others.

Learning outcomes

Have some knowledge and understanding of the main approaches to CSR

Have some knowledge of:

- the different definitions of the role of business in society;
- the main standards and ways of institutionalizing CSR

Master a new vocabulary on CSR and social innovation

Competencies

- Be able to argue and evaluate whether a company's decision to act is social or not
- to be able to take action to raise awareness
- Be able to induce changes in organizations for socially responsible behavior
- Listening, participating in class discussions and contributing to the debate in a positive way
- Attend all lectures and demonstrate a committed attitude in the classroom

Assignments and grading

The final grade is awarded as follows:

Elements for evaluation	Relative weight %
In-class individual essay	50
Group work	50
TOTAL	100

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	Final Exam

Bibliography

Books

Machine, Platform, Crowd: Harnessing Our Digital Future, Erik Brynjolfsson & Andrew Mc Afee

Reports

Joseph B. Fuller & Manjari Raman, The Caring Company, How Employers can cut cost and boost productivity by helping Employees Manage Caregiving Needs, 2019
<https://www.hbs.edu/managing-the-future-of-work/research/Pages/the-caring-company.aspx>

Articles

Coase, R. H. (1937). The Nature of the Firm, *Economica*, Vol 4, n° 16, p. 386-405.

Friedman, M., The social responsibility of business is to increase its profits. *The New York Times Magazine*, September 13, 1970.

Evan, W. E. and Freeman, R. E. 2005. A Stakeholder Theory of the Modern Corporation: Kantian Capitalism. In J. R. DesJardins and J. J. McCall (Eds.), *Contemporary issues in business ethics*: 76-96. Belmont, Calif. ; London: Thomson/Wadsworth.

My last articles:

- Welcome to the Jungle : Compétitivité, pourquoi vous devriez parier sur vos salarié.e.s aidant.e.s ?
- L'Obs : Pourquoi l'entreprise doit s'intéresser aux salariés aidants?

Lecturer's biography

Moodle

This course is on Moodle: **no**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.