

Corporate Social Responsibility

ECTS : 3

Description du contenu de l'enseignement :

General description of the coursework: Corporate social responsibility (CSR) specification remains ambiguous and complex on a theoretical and practical level. A first way to define it may be as a “guiding policy whereby companies integrate social and environmental concerns in their mission, strategies, and operations and their interactions with their stakeholders on a voluntary basis”. (EU Commission 2011). This coursework will shed light both on continuous efforts to establish CSR as a key lever to address global issues and on its critiques and contestations. It concludes with an examination of the very notion of “corporate” (in CSR) and thereby invites the students to explore the diversity of forms of organizations. What are the alternatives to CSR?

Coursework structure : This coursework begins with an overview of the global context in which human activities are threatening livability on Earth. Consequently, several scientists have named this current situation the Anthropocene (“Humans epoch”). The coursework moves on to trace early understandings of CSR followed by a description of its incremental institutionalization and regulation. Fundamental disagreements are encountered about the ethical and economic expectations of CSR which in fact, translate a diversity of theoretical approaches to the concept. Subsequently, we dive into the practitioner toolbox with measurement and reporting strategies for CSR. Then, we will examine the movements of contestation and the critiques of CSR practices, requiring companies to adapt and come up with new ways of managing CSR. Finally, further ways of addressing societal issues will be discussed through alternative organizations.

Compétence à acquérir :

The coursework is designed to achieve several pedagogical objectives :

- Gaining historical insights into the CSR concepts and discussions
- Discussing the arguments in favor and against CSR theory and practices
- Engaging with the CSR practitioner's toolbox with a critical lens
- Broadening the scope of forms of organizations addressing societal issues.

Mode de contrôle des connaissances :

Case study: Students are expected to choose a CSR Report of a big company, provide with a brief overview of the company, a brief historical perspective of the CSR strategy of the company, a critical overview of the report, an example of a “CSR scandal” the company had to deal with and an example of an alternative organization that provides the same kind of services.

Reading report: A reading report on a book (among several ones introduced in class) is to be handed.

Bibliographie, lectures recommandées :

Banerjee, S. B. (2008). Corporate social responsibility: The good, the bad, and the ugly. *Critical sociology*, 34(1), 51-79.

Bonneuil, C. & Fressoz, J.B (2020) L'événement anthropocène: la Terre, l'histoire et nous. Paris. Le Seuil

Bowen, H. R., & Johnson, F. E. (1953). *Social responsibility of the businessman*. Harper.

Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. OUP Oxford.

Gemenne, F., & Rankovic, A. (2019). *Atlas de l'anthropocène*. Presses de Sciences Po.

Gond, J. P. & Igaldens, J. (2020). *La responsabilité sociale de l'entreprise: « Que sais-je? » n° 3837*. Que sais-je.

Ergene, S., Banerjee, S. B., & Hoffman, A. J. (2020). (Un) Sustainability and organization studies: Towards a radical engagement. *Organization Studies*,

Fressoz, J. B. (2012). L'apocalypse joyeuse. *Une histoire du risque technologique*.

Friedman, M. (1962). *Capitalism and freedom*. University of Chicago Press.

Quairel, F., & Capron, M. (2010). La Responsabilité Sociale d'Entreprise. La Découverte.

Wright, C., Nyberg, D., Rickards, L., & Freund, J. (2018). Organizing in the Anthropocene. *Organization* 25, no 4: 455-71.