Master of Science
Circular Innovation and Sustainability

Bern University of Applied Sciences
▸ School of Architecture, Wood and Civil Engineering
▸ School of Agricultural, Forest and Food Sciences
▸ Business School

Module Title	Corporate Social Responsibility
Code	MCCf343
Degree Programme	Master of Science – Circular Innovation and Sustainability
ECTS Credits	3
Workload	90 hours
Module Coordinator	Name: Prof. Dr. David Risi Phone: +41 (0) 31 848 41 20 Email: David.risi@bfh.ch Address: BFH – Institut Innovation and Entrepreneurship Brückenstrasse 73, 3005 Bern
Lecturers	• Prof. Dr. René Reinald Schmidpeter; W
Entry Requirements	Prerequisite: • MCCf013 Introduction to Circular Economy and Scientific Literature • MCCf046 Bridging Economics and Management
Competencies upon Completion	**Professional competencies** Students: • are sensitized to socially, environmentally, and morally relevant situations in business contexts; • gain an overview of the most important ethical and business ethics theories and apply them to concrete situations via CSR management; • know different approaches to business ethics and how to implement them; • systematically develop their analytical thinking skills. **Methodological competencies** Students: • improve their ability to deal with abstract subjects; • improve their ability to interpret texts; • improve their ability to lead an argumentative discussion. **Social competencies** Students: • recognize that ethics, business ethics and CSR concern us all; • understand the equality of people as an essential ethical category in CSR management; • understand companies as socially embedded, with diverse social, environmental, and moral obligations and responsibilities. **Self- competencies** Students: • increase their consciousness that human knowledge is subject to repeated errors; • improve their moral competencies and intelligence.

	Outcomes
	After completing the module, students:
	- can better argue their business decisions to third parties and answer to the public; - are aware that business ethics and CSR can serve as a risk management tool and an entrepreneurial opportunity (e.g., innovation of products and organization); - understand how social, environmental, and ethical aspects are relevant to successful business strategies and can serve as a basis for entrepreneurial innovation and start-ups (social business).
Content	Child labour in the textile industry, oil spills, and abusive executive renumeration regularly shake up the public and put ethical corporate responsibility at the centre of attention. Against this background, companies are increasingly incorporating environmental, social, and ethical considerations into their business practices. Ethical management concepts such as Corporate Social Responsibility (CSR) have become widely accepted as best practice. CSR stands for integrating social, ecological, and ethical concerns into business practice in connection with stakeholders.
	In this module, participants should assess the possibilities and limits of applied business ethics and CSR, learn about the essential approaches to ethics, and apply them to various problems, dilemmas, and risks that arise in everyday business. In addition, they will learn how ethics is related to the other dimensions of the ethical responsibility of companies. After completing the module, they will be better able to argue their business decisions to third parties and be accountable to the public.
Teaching and Learning Methods	**Flipped classroom** All relevant material/films/podcasts provided must be actively reflected before the class. Please bring your notes and always be prepared before coming into class. In the classroom, the entire focus will be on interactive reflection, discussion, and group work. **Project-Based Learning** Students write a case study in which a CSR relevant case of their choice is analysed using one of the ethical or business ethics theories learned. The case should be as current as possible, but plausibly justified exceptions can be made.
Competency Assessment	Written assignment (100%) Students who receive an insufficient grade of 3.5, are given the opportunity to carry out a *subsequent improvement* of written assignments defined by the module coordinator. The maximum grade that can then be obtained is 4. This still counts as the first attempt.
Mode of Repetition	Should a student fail the module, they have one more attempt. They may either: - Submit a new assignment (100%), defined by the *Module Coordinator*, for the next resit examination session. - Repeat the full module next time it is offered.
Format	2 lessons per week over 7 weeks
Attendance	Not mandatory, but strongly recommended
Module Type	Compulsory-Elective
Timing of the Module	Spring Semester, Calendar Weeks 17 to 23

Venue	On-site Onsite	Brückenstrasse 73, 3005 Bern
Literature	• Schüz, M. (2019). *Applied business ethics: Foundations for study and daily practice*. New Jersey: World Scientific Publishing • Wickert, C. W., & Risi, D. (2019). *Corporate social responsibility* (Elements in Business Strategy). Cambridge: Cambridge University Press. DOI: 10.1017/9781108775298
Language	English
Links to Other Modules	• MCCf233 Social Entrepreneurship • MCCf313 Society and Technology
Last Update	June 2024