



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Corporate Social Responsibility			
1.2 Study program/s	Undergraduate professional study Tourism and Sports Management			
1.3 Course status (O,E)	Elective (E)	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	15
1.5 Course abbreviation	DOP		Seminars	VI
1.6 Semester	VI		E-learning	
1.7 ECTS	2	1.7 Place and time of instruction	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website	

2. TEACHING STAFF

2.1 Course leader/s-title	Doc.dr.sc. Igor Klopota, v. predavač	contact	igor.klopota@mev.hr
		contact	
2.2 Assistant/s- title	Vesna Čanadi	contact	vesna.canadi@mev.hr
		contact	
2.3 Instruction held by-title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	The aim of the course is to introduce and prepare students for the business world, which is constantly changing and adapting to new situations in the local, regional and international market. Problems involving corporate organization are most often described as challenging, nonlinear problems with long-term consequences, side effects, unclear cause-and-effect structures, and consequences that are often irreversible. Corporate social responsibility is precisely the concept of managing a company so that it makes a profit, but also to meet social and environmental criteria with the ultimate goal of sustainability and satisfaction of all stakeholders involved. The outcomes covered by corporate responsibility change over time and with respect to the cultural aspect. Being responsible is not a fixed, unchanging state that has been established by applying some business activities in practice and the way they are integrated into business activities. Being responsible is more about the will, capacity and capabilities on the basis of which business organizations learn and integrate changing company expectations into their risk, change and opportunity management, as well as the ways in which these business practices meet the expectations of their business environment.
3.2 Prerequisites	There are no prerequisites
3.3 Course outcomes	After successfully completing the course, students will be able to: I1 - To connect the theory and practice of corporate social responsibility in Croatia and the world I2 - Analyze the impacts of corporate social responsibility on the loyalty, image and reputation of the company.

	13 - Identify the best models for monitoring and collecting data on corporate social responsibility. 14 - Make an analysis and comparison of reports on corporate social responsibility.																																																																								
3.4 Course content	The course presents contents related to socially responsible business in Croatia and the world. During the course, continuous work will be done on understanding the broader context of the phenomenon of corporate social responsibility and the new role of companies in society. The topics covered in the lectures will be practically applied in exercises and through student research.																																																																								
3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities		Laboratory																																																															
	x	Seminars and workshops	x	Distant learning		Field classes		Multimedia and network		Mentorship																																																															
		Other																																																																							
3.6 Language of instruction	Croatian																																																																								
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	1,00	Class attendance			Seminars			Essay																																																																	
		Class activity			Project			Report/paper																																																																	
	0,5	Midterm exams		0,5	Practical task			Continuous knowledge check																																																																	
		Written exam			Experimental work																																																																				
		Oral exam			Research																																																																				
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table><tr><th colspan="2">Activity specification</th><th colspan="2">Percent %</th><th colspan="2">Points</th></tr><tr><td colspan="6">Assessment during instruction</td></tr><tr><td colspan="2">Attendance</td><td colspan="2">5%</td><td colspan="2">5</td></tr><tr><td colspan="2">Class activity</td><td colspan="2">5%</td><td colspan="2">5</td></tr><tr><td colspan="2">Seminar/ project/ essay</td><td colspan="2">30%</td><td colspan="2">30</td></tr><tr><td colspan="2">Midterm exam 1</td><td colspan="2">30%</td><td colspan="2">30</td></tr><tr><td colspan="2">Midterm exam 2</td><td colspan="2">30%</td><td colspan="2">30</td></tr><tr><td colspan="6">Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</td></tr><tr><td colspan="2">Written exam</td><td colspan="2">60%</td><td colspan="2">60</td></tr><tr><td colspan="2">Total:</td><td colspan="2">100%</td><td colspan="2">100</td></tr></table>										Activity specification		Percent %		Points		Assessment during instruction						Attendance		5%		5		Class activity		5%		5		Seminar/ project/ essay		30%		30		Midterm exam 1		30%		30		Midterm exam 2		30%		30		Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester						Written exam		60%		60		Total:		100%		100				
	Activity specification		Percent %		Points																																																																				
	Assessment during instruction																																																																								
	Attendance		5%		5																																																																				
	Class activity		5%		5																																																																				
	Seminar/ project/ essay		30%		30																																																																				
	Midterm exam 1		30%		30																																																																				
	Midterm exam 2		30%		30																																																																				
	Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester																																																																								
	Written exam		60%		60																																																																				
	Total:		100%		100																																																																				
	3.9 Assessment criteria – analysis per learning outcomes	<table><tr><th colspan="6">Ways of evaluating learning outcomes</th><th></th></tr><tr><th></th><th>Attendance</th><th>Activity</th><th>Mid-term exam 1</th><th>Mid-term exam 2</th><th>Practical work</th><th>Total</th></tr><tr><td>Outcome 1</td><td></td><td></td><td>10</td><td></td><td></td><td>10</td></tr><tr><td>Outcome 2</td><td></td><td></td><td>10</td><td></td><td>5</td><td>15</td></tr><tr><td>Outcome 3</td><td></td><td></td><td>10</td><td></td><td>5</td><td>15</td></tr><tr><td>Outcome 4</td><td></td><td></td><td></td><td>30</td><td>20</td><td>50</td></tr><tr><td>Outcome 5</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Outcome not-related</td><td>5</td><td>5</td><td></td><td></td><td></td><td>10</td></tr><tr><td>Total</td><td>5</td><td>5</td><td>30</td><td>30</td><td>30</td><td>100</td></tr></table>										Ways of evaluating learning outcomes								Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total	Outcome 1			10			10	Outcome 2			10		5	15	Outcome 3			10		5	15	Outcome 4				30	20	50	Outcome 5							Outcome not-related	5	5				10	Total	5	5	30	30	30
Ways of evaluating learning outcomes																																																																									
		Attendance	Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total																																																																		
Outcome 1				10			10																																																																		
Outcome 2				10		5	15																																																																		
Outcome 3				10		5	15																																																																		
Outcome 4					30	20	50																																																																		
Outcome 5																																																																									
Outcome not-related		5	5				10																																																																		
Total		5	5	30	30	30	100																																																																		
Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																																									
Points Grade																																																																									
89 – 100 excellent (5)																																																																									

	76 – 88 very good (4) 63 – 75 good (3) 50 – 62 pass (2) 0 – 49 fail (1)	
3.10 Specific features related with taking the course	<p>If a student collects 50% of the points of each outcome, he / she directly takes the exam, provided that he / she has submitted and presented a practical paper. A student cannot access the exam period if he / she has not submitted a practical paper. The practical work is made according to the instructions published on the Merlin system and is submitted by placing it on the Merlin. The practical work is submitted at least 3 days before the exam deadline. During the exam, it is possible to orally check the knowledge during the preparation of practical work. If a student does not achieve a sufficient number of points in the first colloquium, he cannot access the next second colloquium. Once earned points in colloquia for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the points won until then are deleted and newly earned points for that learning outcome are entered. The final grade is obtained on the exam period and is the sum of points earned during classes. Students who did not take the colloquium access the written part of the exam where all learning outcomes are checked, and are required to submit and present practical work before taking the exam.</p>	
3.11 Students obligations	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>	
3.12 Written assignments		
3.13 Required reading	1.	Tafra-Vlahović, M. (2011): Održivo poslovanje. Visoka škola za poslovanje i upravljanje „Baltazar Adam Krčelić“, Zaprešić.
	2.	Matešić, M., Pavlović, D., Bartoluci, D. (2015): Društveno odgovorno poslovanje. VPŠ Libertas, Zagreb.
3.14 Additional reading	1.	Jalšenjak, B., Krkač, K. (2016): Poslovna etika, korporacijska društvena odgovornost i održivost. 2. prepravljeno i prošireno izdanje. Mate d.o.o., Zagreb.
	2.	Kotler P., Lee, N. (2011): DOP - društveno odgovorno poslovanje : suvremena teorija i najbolja praksa. 2. izd. MEP d.o.o., Zagreb
4 ADDITIONAL COURSE INFORMATION		
4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.	
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day	

	during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	I3 Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem I6 Make business decisions based on the principles of corporate social responsibility taking into account economic, environmental, legal and ethical standards

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1. 2.	Introductory lecture: introducing students to the content of the course, review of teaching units, student obligations, introduction to the concept of social responsibility	Presentation, pp presentation	Explain the fundamental foundations on which the notion of social responsibility rests	I1
3. 4.	Terminology of socially responsible business	Presentation, pp presentation	Distinguish and summarize the forms of behavior that the economy has accepted as a way of demonstrating its responsibility	I1
5. 6.	The roots of the development of socially responsible business	Presentation, pp presentation	Understand and explain the foundations on which the model of socially responsible business is developed	I1
7. 8.	Business ethics and morals	Presentation, pp presentation	Define the concept of business ethics and morals and their role in business	I1, I2

9. 10.	Sustainable business	Presentation, pp presentation	Explain the concept of sustainable development and the reasons for the company's commitment to activities that bring strategic long-term goals	I1, I2
11. 12.	The controversy of corporate social responsibility	Presentation, pp presentation	Highlight and discuss the effects of irresponsible behavior of the company towards all stakeholders	I2
13. 14.	Organization as a moral being: fundamental issues of corporate social responsibility	Presentation, pp presentation	Define corporate philanthropy and the ways in which companies do well	I1, I2
15. 16.	Stakeholders in corporate social responsibility	Presentation, pp presentation	Describe who are the individuals or groups that can influence the business activities of the company and who can be influenced by the business activities of the company	I1
17. 18.	Areas of corporate social responsibility	Presentation, pp presentation	Define an overview of the most important areas and indicators addressed by CSR	I1
19. 20.	The importance of CSR implementation	Presentation, pp presentation	Explore and interpret mechanisms that can be used to create an enabling environment for CSR development	I3
21. 22.	Monitoring and evaluation of corporate social responsibility programmes	Presentation, pp presentation	Give examples of approaches to corporate social responsibility	I3
23. 24.	State of socially responsible business in Croatia and regulations and trends in the world	Presentation, pp presentation	Highlight and comment on activities in the field of CSR promotion in Croatia and the world	I3
25.	1st colloquium			I1, I2, I3

26. 27. 28. 29.	CSR report	Presentation, pp presentation	Make an analysis and comparison of reports on corporate social responsibility	I4
30.	2nd colloquium			I4
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1.	Understanding sustainable development	Presentation, pp presentation, discussion	Define the emergence and development of two related concepts: sustainability and sustainable development	I1
	How development has trampled on sustainability	Discussion	Discuss the impacts of globalization and technological development on quality of life	I2
2.	CSR in times of COVID-19	Discussion	Tell and state how companies practice socially responsible business in the time of coronavirus	I1
	CSR and responsible employment policy	Presentation, pp presentation, discussion	Identify and list factors for implementing a responsible employment policy in the organization	I2
3.	CSR and appropriate salaries and benefits	Presentation, pp presentation, discussion	Describe the factors that contribute to the evaluation of employee performance	I2
	CSR and investment in education and employment	Presentation, pp presentation, discussion	Explain the factors necessary to maintain and improve human capital	I2

4.	CSR and quality and safety of working conditions	Presentation, pp presentation, discussion	Highlight the elements that support quality and safe working conditions	12
	CSR and a healthy organizational climate	Presentation, pp presentation, discussion	Summarize and compare indicators to encourage stimulating and positive working conditions	12
5.	CSR and the promotion of human rights	Presentation, pp presentation, discussion	Explain CSR and human rights issues	12
	CSR and environmental protection	Presentation, pp presentation, discussion	Identify the activities of companies that affect the environment	12
6.	CSR and market relations	Presentation, pp presentation, discussion	List and describe the indicators necessary to create good market relations	12
	CSR and community investment	Presentation, pp presentation, discussion	Understanding the impact of business operations on the local community	12
7.	From sustainable development to socially responsible business	Presentation, pp presentation, discussion	List the main features and differences of the concepts of sustainable development and socially responsible business	11, 12
	Transition from egosystem to ecosystem	Presentation, pp presentation, discussion	Identify new economic logic and innovative solutions for the transition from egosystem to ecosystem	12
8.	The illusion of growth	Presentation, pp presentation, discussion	Identify and summarize the basic ideas and strategic guidelines needed for a dignified life within the limits of the planet's ecological sustainability	13
	ISO 26000	Presentation, pp presentation, discussion	Interpret a standard designed to help	13

			organizations contribute to sustainable development	
9.	GRI reporting guidelines	Presentation, pp presentation, discussion	Explain the new standard of non-financial reporting	I3
	Corporate Responsibility: Initiatives and Mechanisms	Presentation, pp presentation, discussion	Explore and interpret mechanisms that can be used to create an enabling environment for CSR development	I3
10.	Promotion of CSR in Croatia	Presentation, pp presentation, discussion	Identify and explain activities and initiatives to encourage the application of socially responsible practices in Croatia	I3
	Corporate Social Responsibility Index	Discovery learning (independent, guided)	Explain the methodology of ranking companies based on non-financial criteria	I3
11.	Ecological footprint	Presentation, pp presentation, discussion	Compare the ecological footprint and the human development index for Croatia	I3
	CSR report	Discovery learning (independent, guided)	Make an analysis and comparison of reports on corporate social responsibility	I4
12.	CSR report	Discovery learning (independent, guided)	Make an analysis and comparison of reports on corporate social responsibility	I4
	CSR report	Discovery learning (independent, guided)	Make an analysis and comparison of reports on corporate social responsibility	I4
13.	CSR report	Discovery learning (independent, guided)	Make an analysis and comparison of reports on corporate social responsibility	I4

	Guest lecturer - an example from practice	Discovery learning, case study	Discuss an example of corporate social responsibility	11, 12, 13, 14
14.	Seminar presentation	Students independently	Present a seminar paper on corporate social responsibility on a selected example	11, 12, 13, 14
	Seminar presentation	Students independently	Present a seminar paper on corporate social responsibility on a selected example	11, 12, 13, 14
15.	Seminar presentation	Students independently	Present a seminar paper on corporate social responsibility on a selected example	11, 12, 13, 14
	Seminar presentation	Students independently	Present a seminar paper on corporate social responsibility on a selected example	11, 12, 13, 14