Corporate Social Responsibility – Defining Models and Understanding Partnerships
Robert F. Wagner Graduate School of Public Service
New York University
P11.4134 (001)

Course Schedule: Monday, May 23 – Monday, July 11
Time: 6:45pm - 8:25pm
Location: Elmer Holmes Bobst Library: 70 Washington Square South, Room LL 151

Instructors:
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Michael Balaoing  mbalaoing@eifoundation.org

COURSE DESCRIPTION AND OBJECTIVES

An article in the Financial Times (4/20/09) discussed why, despite the recession, corporate responsibility is a survivor. This course explores: the global trends of business awareness of customer and employee involvement, the definitions and models of CSR and the leveraging of these models amongst corporations, nonprofits and governments. The course uses a multidisciplinary approach. Guest participants from corporations, government and nonprofits will highlight key points through practical examples. Learning will be interactive and require your participation. You will be expected to hand in a final paper.

Course Learning Objectives
Students who complete this course will be able to:
- Understand the concepts, frameworks and consumer demands related to Corporate Social Responsibility (CSR)
- Discuss current trends - Doing well by doing good, Diversity of Stakeholders, Socially responsible investing (SRI), Executive focus
- Understand the link between Corporate mandates and CSR
- Apply learning to practical experience

COURSE REQUIREMENTS

Prompt attendance is expected at all classes. If there are extenuating circumstances requiring students to be late they are required to (a) alert instructors in advance and (b) arrange with another student to debrief on the missed segment.

Students are expected to actively participate at each interactive session and to have prepared discussion questions in advance. The syllabus includes a list of required preparatory reading to be completed prior to each class. Additional readings will be posted on Blackboard for further exploration.

Assignments

Discussion questions for each class: Each student is expected to complete all assigned reading prior to each class, read the bios and organization websites of all guest lecturers, and prepare three to five discussion questions for each class.

Final Assignment: Students select a Corporation and create a CSR strategy including the why, bottomline impact. The paper should reference and use class discussion/guest lecturers, readings and outside sources as a resource. OR students may identify a corporation that already has a CSR strategy and critique it using information garnered from class guests, discussions and readings. (Is it part of the brand? Identify its weaknesses and strengths and opportunities for furthering its name as leader in CSR.) As a consultant to this corporation, what
strategy/changes in strategy would you recommend to the corporation you studied.

OR Choose a 501(c) (3) designated organization, research its programs and goals and identify how they may be furthered through a corporate partnership selected from the Global 100. Identify your strategy for choosing the corporate partner, outreach and develop a plan that includes marketing, communication, implementation, etc. As you develop a proposal for a nonprofit, take into consideration the list of questions above.

Each paper must meet the professional standards expected of graduate students: (a) a well reasoned analysis, (b) systematically organized, (c) methodologically sophisticated, and (c) concisely well-written. The instructors will neither accept “laundry lists” of the many lessons learned nor papers lacking lucid, well-ordered, reader-friendly structure. Conveying complex concepts in a tight, coherent and compelling fashion is a critical skill for effective communication in the field of CSR. The paper’s grade will contribute 50% towards the final grade for the semester. The final paper should be no longer than 10 pages in APA style.

Due Dates:
June 27 Inform Professors of the corporation chosen for final paper
July 11 Final paper due
July 11 Complete a course review

Student Grading and Assessment
Student grades will be based the following:

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<th>Final Assignment</th>
<th>50%</th>
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<td>Attendance and informed participation</td>
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Session 1 May 23: Overview of CSR

Session 1 Teaching Goals
Review the course syllabus
Discuss assignments
Provide an overview of the evolution of CSR, its current definitions and metrics
Identify key stakeholders

Session 2 June 6: CSR and Climate Change (Blaine Collison, Director, Green Power Partnership, US, Environmental Protection Agency, Matthew Williamson, Managing Partner, SparqEnergy)

Session 2 Teaching Goals
Discuss sustainability and CSR
Understand role of Public Sector in Corporate CSR
Provide examples of public/private programs
Review current trends and opportunities

Required Readings:
Greenpower Partnership
http://www.epa.gov/greenpower
http://www.epa.gov/greenpower/toplists/top50.htm
A Business Guide to US EPA Climate Partnership Programs
http://www.epa.gov/partners/Biz_guide_to_epa_climate_partnerships.pdf
Energy Star and Other Climate Protection Partnerships – 2007 Annual Report; 1-37
http://www.epa.gov/appdstar/annualreports/annualreports.htm

Session 3 June 13: Understanding CSR Strategy: Real World Dilemmas and Opportunities
(Financial Sector)

Session 3 Teaching Goals
Identify the reasons behind certain corporate CSR strategy issues
Identify opportunities to partner with corporations
Review examples of corporations successful initiatives

Required Readings
Is There a Culture of Secrecy Behind Corporate Responsibility, Business Ethics: Magazine of Corporate Responsibility, N. Smith, December 2010

Session 4 June 20: Non-profit Influence on CSR (John Jackson, Executive Director, Staying Alive Foundation, Vice President, MTV Networks International, Kara Hartnet Hurst, Executive Vice President, Business for Social Responsibility)

Session 4 Teaching Goals
Review how non-profits can impact corporations’ CSR agenda
Discuss strategies to effect change
Identify roles of key stakeholders

Required Readings:

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**Session 5 June 27: Developing a Sustainable Partnership** (New York Life, Jenifer Willig, Chief Marketing Officer, RED)

**Session 5 Teaching Goals**

- Understand cause related marketing strategies
- Discuss real-life applications and examples
- Review role of stakeholders – customers, employees, governments, civil society
- Briefly discuss final project topics

**Required Readings:**
- CSR Is the New ‘Branded Content’ [http://www.mediamonkey.com/publications/?fa=Articles.showArticle&art_aid=106399#comments](http://www.mediamonkey.com/publications/?fa=Articles.showArticle&art_aid=106399#comments)

**Session 6 July 7th: Leveraging Strengths of Corporations to Do Good and Well**
(Time Warner, Tiffany Foundation)

**Session 6 Teaching Goals**

- Understand complexity and scope of CSR
- Wild Card

**Required Readings:**

**Session 7 July 11: Final Presentations and Course Evaluation**

**Session 6 Teaching Goals**

- Review the course, its goals and objectives
- Students will present the results of their project assignments
- Conduct final evaluation
Websites of interest:

B Corporation http://www.bcorporation.net/
Boston College Center for Corporate Citizenship, http://www.bccc.net/
Bridgestar https://www.bridgestar.org/Resources/Library/Lead/EDCOOPartner.aspx
Business and Human Rights www.business-humanrights.org
Business for Social Responsibility www.bsr.org
Business in the Community www.bitc.org.uk
Business Respect – CSR newsletter <newsletter@businessrespect.net>
Carbon Disclosure Project Report  http://www.cdproject.net/
The Center for Corporate Citizenship at Boston College www.bc.edu/cccr
Center for Global Development http://www.cgdev.org/
Center for High Impact Philanthropy (CHIP) http://www.impact.upenn.edu/
Ceres http://www.ceres.org/
Committee to encourage corporate philanthropy – US www.corphilanthropy.org
Cone LLC - http://www.coneinc.com/
Conference Boardwww.conference-board.org
Corporate Social Responsibility Forum www.pwblf.org
CSR Europe www.csreurope.org
FTSE4Good Index www.ftse4good.com
The Global Compact www.unglobalcompact.org
Global Reporting Initiative www.globalreporting.org
Global 100 (http://www.global100.org/2009/index.asp)
The Good Business Network: www.thegoodbusinessnetwork.com
Harvard University, Kennedy School of Government, CSR Initiative http://www.ksg.harvard.edu/cbg/CSRI/
International Organization for Standardization www.iso.org/iso/home.htm
The JustMeans info@justmeans.com
Links to environmental, social, CSR and sustainability reports www.sustainability-reports.com
OnPhilanthropy http://www.onphilanthropy.com/
Points of Light Foundation, http://www.pointsoflight.org/
Reputation Institute www.reputationinstitute.com/main/home.php
Social Accountability International (SAI) www.sai-intl.org
Sustainability, http://www.sustainability.com/
Sustainable Brands Weekly connect@sustainablelifemedia.com
Transparency International www.transparency.de
True Impact true-impact.com
World Business Council for Sustainable Development www.wbcsd.ch

Financial investment sites:

A Q Research: http://www.aqresearch.com/
Enhanced Analytics Initiative: http://www.enhanced-analytics.com/
International Corporate Governance Network: http://www.icgn.org/
Innovest: http://www.innovestgroup.com
KLD: http://www.kld.com
Network for Sustainable Financial Markets: http://www.sustainablefinancialmarkets.net/
Principles for Responsible Investment: http://www.unpri.org/
Responsible Investor: http://www.responsible-investor.com/
CFA Institute: http://www.cfainstitute.org