Session 1 May 22: Overview of CSR

Session 1 Teaching Goals

- Review the course syllabus
- Discuss assignments
- Provide an overview of the evolution of CSR/Identify key stakeholders
- Understand CSR and shared value

Required Readings:


Session 2 May 29: The Business of CSR

Guest Speaker:

Kara Harnett Hurst, Executive Vice President, Business for Social Responsibility

Session 2 Teaching Goals

- Discuss range of corporations involved in CSR
- Understand complexities of industry
- Identify gaps in corporate opportunities for CSR

Required Readings:

The Business Case for Supply Chain Sustainability: A Brief for Business Leaders, BSR.org, February 8, 2011
**Session 3 June 5: Non-profit Influence on CSR**

**Guest Speakers:**

Jeff Davidoff, Chief Marketing Officer, ONE

Jayan Kalathil, Partnerships Officer, UN Foundation

**Session 3: Teaching Goals**

- Review how non-profits can impact corporations' CSR agenda
- Discuss strategies to effect change
- Identify roles of key stakeholders

**Required Readings:**

*Citizens Engage! Good Purpose Study -- 4th Annual Global Consumer Survey*, Edelman 2010


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**Session 4: June 12 Government Partnerships and Influencers of Corporations**

**Guest Speakers:**

Blaine Collison, Director, Green Power Partnership, US, Environmental Protection Agency

Mark Glaze, Principal, The Raben Group, Director, Mayor’s Against Illegal Guns

**Session 4: Teaching Goals**

- Understand role of Public Sector in Corporate CSR
- Provide examples of government programs that encourage voluntary responsible action of corporations
- Review current trends and opportunities

**Required Readings:**
Review State and Local Initiatives and Retailer Partnerships specifically on
http://www.Mayorsagainstillegalguns.org

A Business Guide to US EPA Climate Partnership Programs,
http://www.epa.gov/partners/Biz_guide_to_epa_climate_partnerships.pdf

http://www.epa.gov/appdstar/annualreports/annualreports.htm

**Session 5 June 19: The Responsibility of CSR**

Guest Speaker:

Paula Luff, Director, Corporate Responsibility, Hess

**Session 5: Teaching Goals**

- Understand reasons behind certain corporate CSR strategy
- Learn about challenges of CSR groups
- Review examples of successful corporate initiatives

**Required Readings:**

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


**Session 6 June 26 Understanding Corporate Foundation Strategy: Real World Dilemmas and Opportunities**

Guest Speakers:

Richard Brown, Vice President, American Express Philanthropy

Katherine O'Neal-Dunham, Vice President, Macquarie Group Foundation

**Session 6 Teaching Goals:**

- Understand roles and responsibilities of corporate foundations
- Hear of examples of how to use specific company resources
- Learn about challenges in the financial philanthropic arena
No required reading. Project outlines are due.

Session 7 July 3 or 10: What comes next: Innovations in Partnerships and Social Impact

Guest Speakers:
Brian Sirgutz, Senior Vice President, Social Impact, Huffington Post
Jennifer Willig, Founder, Motive

Session 7 Teaching Goals:
- Learn about the newest innovative strategies in CSR
- Understand where the opportunities are in the new landscape
- Final Class: Review course, goals and objectives

Required Readings:
Investing for Impact, Credit Suisse, January 2012
Websites of interest:

B Corporation http://www.bcorporation.net/
Boston College Center for Corporate Citizenship, http://www.bccccc.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 Board www.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.sa-intl.org


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