

Vak: Corporate Social Responsibility

credits: 2

Vakcode	IFVB18DNSMVO	Werkvormen	Werkcollege
Naam	Corporate Social Responsibility	Toetsen	Corporate Social Responsibility - Opdracht
Studiejaar	2020-2021		
ECTS credits	2		
Taal	Nederlands		
Coördinator	O.J. Lussenburg		

Leeruitkomsten

Main learning outcome

Interprets the business model from a CSR perspective.

The student:

- names CSR developments and places them in a historical context
- describes a stakeholder-inclusive model
- identifies the conflicting interests of the various stakeholders, analyses these and reaches a well-informed decision
- analyses and reviews CSR policy and guidelines
- draws up new perspectives on CSR

Inhoud

As the world gets more and more complex, the developments and innovations go faster and information reaches people and consumers at an increasing speed. Society's demands to organisations are getting higher and higher concerning personnel, customers and environment.

Many organisations keep Corporate Social Responsibility in mind by using the principles the triple bottom line: People, Planet Profit. This module briefly considers CSR, the why's, the how's and the what's in the introduction of the tutorials.

The aim of teaching CSR in this block is:

- the student will become acquainted with CSR and the backgrounds;
- the student gains insight regarding the relation between CSR and innovation management;
- the student learns some skills regarding the use of CSR-methods and CSR-standards regarding the development of a new service or product;
- the student practices in analysing CSR performances of a chosen company.

Opgenomen in opleiding(en)

Facility Management, major International Facility Management

School(s)

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