



Course Handbook

For teachers & students

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Overview

Welcome to CSR for the workplace and beyond, your quick stop guide to learning the basics of corporate social responsibility.

Before we explain a bit about the course, let us introduce ourselves. We are a group of 5 Project Management students currently pursuing a masters in UCD Smurfit Business School. We have tailor made this course for individuals or organisations that look to gain knowledge in the area of corporate social responsibility.

This corporate business learning course aims to provide maximum student impact and learning. It is linked to some of the 17 UN Sustainable Development Goals such as climate action, good health and well-being and decent work and economic growth plus much more. As CSR is changing and becoming more prevalent in today's corporate world it is important for organisations to correctly address it. This course seeks to educate students by highlighting real world issues in an easy-to-understand manner.

In today's world we know that flexibility is key. Therefore, we have designed this course to be capable of being delivered both fully online, co-located or using a blend of the 2 delivery modes. The course is split into 4 modules or pillars as we like to call them. Environment, Ethics, Philanthropy and Economy. Each pillar has its own content such as articles, videos, definitions, and blogposts. These materials are sourced online from credible sources or tailor made by our team. The students must work through these and attempt the quiz at the end of each pillar. The links to videos or articles are also included in each section for your convenience. The following sections of this Handbook will aid teachers in successfully teaching this class and will help students to best learn the content in this course.

Environment

For Teachers

Understand that this course is for everyone

This branch of CSR is so important to our daily lives that everybody within a business should be taught it. It is important to stress this to everyone within your organisation and this is made very clear in the module.

Encourage engagement with the quiz questions before moving on

There are some questions at the end which despite not being time consuming, will help enforce some of the key messages and eye-opening statistics in the piece. These questions need to be answered correctly before progressing, so it is important to encourage close attention while learning the theory in the module to be able to pass this section.

Look at the sources cited for more information

The module is designed to be brief but there is so much material available online to learn about environmental CSR. By engaging with the sources cited you can learn so much about this important topic and

For Students

Do not assume that this is common knowledge

The environmental pillar of CSR may seem like common knowledge as we are becoming more and more aware of these issues, but it is arguably the most important of all because of the effect it has on every part of our lives.

Use the course as a life lesson and not just for the workplace

We are currently in an environmental crisis where we must do everything we can to help. This is a business module, but the teachings are for every part of life. As recommended for teachers, there is plenty of reputable sources cited throughout the module and we will recommend reading these if you want to learn more about the topic

Pay close attention to the key statistics

The statistics cited in the piece are very important to understand and they give a great indication of the impact businesses are having on the environment. These aren't always in the control of staff in an organisation but have to be understood and will hopefully have a trickle upwards effect.

The quiz at the end includes questions on these facts and statistics so it is in your best interest to learn them well.

Ethics

For teachers

Relate the course with real workplace example.

It is important for teachers to instil the concept of new perspective towards CSR ethics. The following course consists of videos and presentations that lays down how the shift has been made in ethics with the evolution of AI in it.

Dig deep into the problems to give better insight

The problems of ethics can be cause at all levels of the organisation and is not always the fault of one. It is important for teachers to build this mindset in the minds of students. In today's world, companies are expected to be transparent about everything, but still problems occur in the organisation. But blaming a single person or department is not the solution to the problem. Finding insights and 'why's' and 'how's' of the problems is also important.

Provide real life examples

Today's generation likes to experience things to better understand it. Just bookish theories are not enough for them. It is the teachers responsibly to provide students with sufficient real-life examples which can help them better relates the problems and their corresponding solution for it.

For Students

Consider it as a first step

There are still a lot of new problems occurring in the organisations as the globalise and digitalise their workplace. We can't know each problem and a solution to it. But we can pre-imagine it and also pre-plan how to tackle those

problems. It is important to improve our perspective and consider it as a welcome to the new ethics culture.

Study about real life problems

It is important for students to have a practical outlook towards the problem. Our knowledge about ethics is based on the traditional problems that have been there since long. But, the approach to dealing with them has changed. Students should try to solve through problems by having a more practical outlook towards it.

Philanthropy

For Teachers

Integration of reality is always better than boring theoretical presentations:

Avoid imposing stiff theoretical arguments or concepts on your students. Sufficient interest promotes better learning, and this can be achieved in two ways: firstly, by encouraging your students to research the philanthropic contributions of companies they are interested in; secondly, by combining teaching about philanthropy with news events, which can show students that what they are learning in class is directly relevant to the real world.

Linking CSR to other corporate learning is necessary

Corporate responsibility is not divisive and therefore needs to link and embed other elements such as accounting, finance, strategy, marketing, supply chain management etc. As a corporate learning lecturer, you need to make these links clear to your students so that they do not see philanthropic responsibility as inauthentic and non-essential.

For Students

After learning all these above, you will be required to take a MCQ, it contains five questions, each would take 30 seconds, if you get all of them correct, you are qualified as pass. if you are failed to get them all, you need to take the test again. But if you fail again, you will fail this topic, and need to study from the beginning again. Passing this topic is one of necessary to pass this module, good luck!

Philanthropy is the most straightforward part of corporate social responsibility, and, in fact, people often confuse the two concepts. In this topic you will learn

everything you need to know as a business and it will help you to understand, value and apply these concepts to a real company.

In the first part, you will need to watch the video linked below, which uses the example of Pittsburgh-based American Textile Company to show how a business can contribute to the field of philanthropy.

In the second part you will learn what philanthropy means in the context of CSR and how it differs from corporate social responsibility. Then, you will learn about the five types of corporate philanthropy, including giving at work, gift matching, corporate foundations, grants, and corporate volunteering. Next, you will see the benefits of participating in philanthropy: companies that engage in corporate philanthropy foster a positive workplace, improve their public image, attract, and retain talent, deepen their connection with customers, and much more. Finally, a general guide to creating a corporate philanthropy programme will be given to improve the effectiveness of corporate philanthropy.

After studying all of the above, you will be asked to do an MCQ, which consists of five questions, each taking 30 seconds, and if you get them all right, you qualify to pass. If you fail to answer all of them correctly, you will need to take the test again. If you fail again, you will not pass the test and will need to learn it again from scratch. Passing this topic is one of the necessary requirements to pass the module, good luck!

Economy

For Teachers

How to best teach CSR – Economics responsibly

1. Set clear, achievable teaching goals

Lecturers need to clarify what they want students to learn, refine the knowledge of economics in CSR, and break it down into each lesson.

2. Use hot topics to attract students

CSR is conceptual knowledge, and teaching students only relevant concepts can be difficult or boring to understand. Lecturers can start explaining hot topics to arouse students' interest in CSR economic responsibility.

3. Assign homework to guide students to research CSR by themselves

Lecturers can assign relevant homework after class, for example, ask students to identify three companies with outstanding performance in CSR economic responsibility, and make PPT to explain what aspects of CSR economic responsibility of these companies are, and where they are doing better than companies in the same industry. Well, what is the contribution of the CSR of these companies to society.

4. Prepare class materials

Lecturers can recommend students to read CSR classroom materials, which can be related articles and cases. Cases can involve different fields and different types of companies, such as small companies, private companies, public welfare enterprises, etc., because they operate according to different rules and generate different CSR economic responsibilities.

5. Answer the questions

Students are likely to encounter problems in the learning process. As a lecturer, you should avoid imposing a single theory on your students, but help your students understand the root of the problem, as there are few clear answers in this area.

For Students

How to best learn CSR – Economics responsibly

1. Realize the importance of economic responsibility in CSR

Financial responsibility is the practice of a company that supports all its financial decisions when it commits to doing good in the above areas. The ultimate goal is to have a positive impact on the environment, people, and society. Many large companies have incorporated CSR into their corporate culture and values. Students can start by learning about the brands they like and investigate what CSR economic responsibilities these companies present.

2. Utilize network resources

Students can watch online related videos and learn about economic responsibility of CSR in depth through a combination of audition and listening.

3. Share knowledge and experience with classmates and lecturers

Students can share their knowledge of economic responsibility of CSR and relevant work experience with others, which helps to contribute to the CSR knowledge base and can also expand their personal CSR influence. Sharing a strong CSR story helps increase interest in CSR among others, creating a virtuous cycle.

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