

BA 4133/5133– CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY
Course Schedule (Mon/Wed 10:15-11:30/ONLINE)

TENTATIVE OUTLINE

Instructor:	Prof. Dr. Semra F. AŞÇIGİL
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Office Hours:	Monday 14:30-15:30
Course Web Page:	Via METUCLASS
Course Description:	
<p>This course introduces students to the relevance and importance of social responsibility of businesses with a linkage to SDGs. Learning objectives of the course entail increasing students' awareness and understanding of the relationship between CSR, good governance, and SDGs. Towards this goal, the trade-offs, and interconnectedness of the perceptions and interests of various stakeholders will be addressed from a stakeholder theory approach. This will help students to develop a contextual strategy that ensures your company is doing its part to maintain the resilience of key social and environmental systems. Students will learn auditing and reporting schemes to guide analysis and decisions at company and societal levels. This will provide guidance for understanding an organization from the perspective of emerging issues and risks; their implications for a business as well as its impact and potential for positive influence; prioritizing where it makes sense to direct company efforts; and set company strategy and goals in alignment with delivering systems value. The ultimate intent of the course is to help students think critically about business and society relationship.</p>	
Course Student Learning Objectives: (CSLOs)	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p>Course Specific Skills:</p> <ol style="list-style-type: none"> 1. Identify major criticisms of boards of directors as well as major changes at board of directors that are being employed to improve corporate governance 2. Discuss the principal ways in which shareholder activism is exerting pressure on corporate management groups to improve governance 3. Develop a deeper understanding of CSR components, link them to UN SDGs 4. Gain insight on difference between social responsibility and responsiveness; 5. Elaborate on the concept of corporate social performance and reporting <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 6. Students will be able to link the issue of legitimacy to corporate governance and social responsibility 7. Students will learn how to enhance company sustainability strategy embedding emergent social issues 8. Students will learn how to make companies more responsive to various stakeholder interests including owners <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 9. To increase awareness on the challenges of CSR, SDGs and Good Governance practices 10. To develop critical thinking skills via the application of concepts and theories to business cases. 11. Become familiar with the international standards that are guiding and influencing the behavior of multinational corporations. 	
Learning and Teaching Methods:	
<p>This course is based on combination of learning tools such as lectures, article discussions, class exercises, and guest speakers. We will make use of videos relevant to the topic to enrich discussions.</p> <p>In order to make most out of the course, students must read weekly assignments prior to coming lectures.</p>	

Required Reading:				
Strategic Corporate Social Responsibility-Tools and Techniques for responsible management by Debbie Haski-Leventhal, 2018, ISBN-9781473998018 (available at METU Bookstore)				
Suggested Reading:				
1. Corporate Governance and Accountability, Jill Solomon & Aris Solomon, Wiley. ISBN 0-470-84365-9				
2. Corporate Social Responsibility, Andrew Crane et al. ISBN: 9780415683258				
Assessment and Grading:				
Form of Assessment	% Contribution	Scope of the assessment	CSLOs covered by the assessment	Feedback Method
Midterm 1 Monday, April 26 th , 10:00	25	Article reflection paper	Assigned article	Grade announced and feedback discussion
Midterm 2 Wed., June 16th (During class hour)	30%	Midterm exam	Selected chapters	Grade announced and feedback discussion
Term Project Due June 21 st , 10:00	30%	Group based final project	Chapters related with project topic	Grade announced and feedback
Class Participation and assignments	10%	Participation in class discussions	Topics assigned	Grade announced and feedback
Presentations	5%	20 minutes presentation in class and leading discussion	Article assigned, Final Project	Grade announced and feedback

Course Policies:
<p>STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.</p> <p>ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.</p> <p>CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.</p> <p>PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any</p>

doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

Up-to-date reading of the weekly assignments is critical. Students should make necessary pre-reading for class discussions. Summary and discussion essay of a CSR related article due **April 26th, 10:00**) will account for the first midterm (25%). Second midterm will be essay type and will be on **Wednesday, June 16th (10:00-11:30)** (30%). **It will be on ODTUCLASS and open book essay exam.** Teams will prepare a term project whose details to be explained in the beginning of semester (30%). There will be workshops to provide guidance on the development of projects. Due date for submission is **(June 21st, 10:00)**. Please note that there is **NO FINAL EXAM**.

Attendance and participation of the students in class discussions/on assigned readings will be graded considering:

- Relevancy of interventions
- Demonstration of an understanding of the readings through interventions
- Participation in the discussions

Make up exams will only be given upon reports provided from METU Health Care Center as soon as the student recovers! You need to inform the instructor via e-mail in case you are not able to attend the exam (or submitting your take-home case discussion)-before the exam starts (before the due-date) and ask for a make-up. Make-up exams will be scheduled within the week following the exam/due-date that was missed.

Free-riding in team projects are not tolerated. Students may get varying grades depending on their participation in teamwork.

Please turn off your cell phones when you join ZOOM meetings (or, ideally, just prior to joining).

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/Assignment	CSLO
Week 1 March	15 17	Evolution of CSR : The Emerging Agenda (New Governance, Organizing Models for Social Entrepreneurship and Innovation)	Chapter 1	Factors underlying new governance
Week 2 March	22 24	CSR Models and Frameworks Pre-reading: Friedman NYT essay*	Chapter 2	Definition and dimensions of CSR
Week 3 March	29 31	Moving beyond shareholders: Internal external stakeholders (Social Responsiveness, Corporate Social Performance) (Agency Theory, Transaction Cost Theory, Social Contract Theory, Stakeholder Theory)	Chapters 3	Stakeholder Theory, Theory of the Firm WORKSHOP
Week 4 April	5 7	Ethics, Environmental Sustainability SDGs	Chapter 4,5	Philosophy of ethics and sustainability
Week 5 April	12 14	Responsible Leadership, Involving Stakeholders in CSR	Chapters 6,7	Case

Week 6 April	19 21	CSR Impact: Creating, Measuring and Communicating the Impact Linking Social and Financial Performance (Assessing CSR for the Benefit of Global Investors-SRI Ratings: FTSE4GOOD, Fitch, KLD)	Chapters 7, 8	CFP-CSP Relationship Socially Responsible Investment
Week 7 April	26 28	Midterm I	Reflection Paper	Article Reflection Paper Presentations
Week 8 May	3 5	Frameworks, standards, certifications and indices (Emerging Governance Structures, Risk and Networking : Collaborative Learning between Corporate and Public Actors, Public - Private Partnerships) Fairtrade (Corporate Disclosure and Reporting for Sustainability: UNGC, GRI, SA 8000, ISO 14000, ISO 26000)	Chapter 9 Guest Speaker	Corporate Crime and Control WORKSHOP
Week 9 May	17 24	Corporate Reporting (GRI) Sustainability-Opportunities and Challenges Corruption in Business and Governance	Chapter 10	Good Governance,
Week 10 May	31	OECD Guidelines for Multinational Enterprises New Responsibilities of the BOD, Cadbury Report, Greenbury Report, Corporate governance models in response to market and hierarchy failures, International perspectives (Anglo Saxon, Continental European and Latin Models)	Chapters 10	International Differences
Week 11 June	2 7	CSR and Marketing	Chapter 11	WORKSHOP
Week 12 June	9 14	What's forward? The Global Company, The Global Investor, Fairtrade	Chapter 12	International practices
Week 13 June	16	Midterm II	Assigned chapters	Essay exam
Week 14 June	21 23	Project Discussions & Presentations Environmental Roundtable	Role playing exercise	Boards on sustainability

* Friedman, M. 1970. The social responsibility of business is to increase its profit. A doctrine by Milton Friedman. *The New York Times Magazine*, September 13: 32-33, 122, 124, 126. (reprinted version, **4 pages**)