Environmental Management and Corporate Social Responsibility

Lecturers:
Dr. Laura Franco.

Course description:

- **Course objectives**

Understanding the motives for, principles of, and tools for corporate environmental management and corporate social responsibility.
Reflecting on the developments in practice regarding environmental management strategies and the way responsibilities are shared between industry, governments and other stakeholders.
Revision of the main strategies implemented by businesses in order to comply with environmental and social local conditions, in particular for SME's.

- **Subject**

Environmental Management and Corporate Social Responsibility

- **Content / topics**
- Introduction
  - Emergence and Development of Environmental Management & CSR:
  - History of development of environmental management & CSR
  - Drivers for, and motives of business for Environmental Management & CSR (revision on the competitiveness advantages)
  - The Role of Government in Environmental Management
  - The role of various stakeholders in CSR
- Tools and Strategies for Environmental Management & CSR:
  - Environmental Management Systems
  - Tools for Corporate Social Responsibility
  - Sustainability reporting
  - Other concepts: pollution prevention, environmental accounting, eco-design, product stewardship etc.
- Environmental Management & CSR in Practice:
  - Implementation of Environmental Management Systems
  - ISO 14001: What does it demand from a company
  - Global Reporting Initiative: How to relate to stakeholders
  - Organisational impacts of implementation of corporate social responsibility
  - Strategic implications of EM and CSR for governance schemes on sustainability
- Social responsibility strategies for SME's
- **Course learning objectives**

A primary objective is that graduates get knowledge of and insight in key concepts and principles of environmental management & corporate social responsibility. A further objective is that the students gain insight in the process of implementation of environmental management systems and CSR, and understand primary motives and drivers for environmental management and CSR. A final objective is that students learn from practical experience of companies with environmental management and CSR and are able to assess the steps companies need to take to further integrate environmental management and CSR in their business operations.
Students will also gain knowledge about some of the strategies connecting business creation and development by enhancing local capacities and alleviating poverty.

Course materials:
- Sheldon, C., M. Yoxon (1999) Installing Environmental Management Systems, London: Earthscan.
- Readers: Reading materials with corporate practices regarding environmental reporting and CSR reporting.

Instructional working methods:
Lectures, interactive meetings & discussions, group assignments.

Assessment:

- For the Environmental Management part: an exam (with multiple choice questions and 1-2 open questions) (50% of total mark). For the CSR part – one individual assignment. The weight of this part is 50% of the total mark.
- All assessment elements require a minimal grade of rounded up 6.

Relationships with other courses:
This course builds upon and specifies the basic principles of business management that are taught in the course Management: operations, organisations and financial analysis. This course primarily looks upon private drivers for environmental management and corporate social responsibility but also looks at the way public and regulatory drivers impact environmental management and CSR in business. The course is therefore complemented by the course on environmental policy and energy policy and strategies in context that deals in-depth with the nature of public and regulatory drivers. Part of the course focuses upon the management of materials flows, production process operations, and ways to reduce environmental impacts. This takes into account the role of the knowledge infrastructure, and the availability of technical options and expertise, thus building upon contents from the course Environment and Technology

Relation of course with final attainment targets:

- **Primary relationship**
  - Graduates have knowledge of and insight in the relevant key concepts, theories and tools, strategies and management systems for corporate environmental and energy management, including CSR. Graduates are able to analyse an existing situation and design solutions for (a specific issue in) environmental or energy management. (4)
- **Secondary relationship**
  - Graduates understand the concept of sustainable development and the relationships between resource utilization, production processes, societal processes and environmental pressure and are able to apply

combinations of concepts and theories in environmental and energy management to the situation in the home country or other specific real life situations. (5)
- Graduates are able to integrate knowledge from various disciplines and to understand interrelationships in sustainable development processes, and are capable of formulating an action programme, policy, project or recommendations for environmental or energy management issues in their context based on this integrated knowledge. (6)
- Graduates are able to reflect on matters and issues in the domain, are able to form an opinion and to contribute to both scientific and practitioners' discussions and e.g. to critically reflect on the role of technology in the process towards sustainable development. (13)

• **Tertiary relationship**
- Graduates have knowledge of and insight in the relevant key concepts and theories of policy studies and law and can describe and categorise relevant policy instruments, describe the legal basis of common policy instruments used in environmental and energy management and are able to assess their usefulness and feasibility in various contexts. (1)
- Graduates have knowledge of and insight in relevant key terms and concepts of organisational theory, operations management and financial analysis. They are able to apply these to analyse (energy and environmental projects in) an organisation, define needs for change and advise about implementation. (3)
- Graduates are able to make a relevant contribution as an individual or as a member of an interdisciplinary team to analysing and solving complex environmental or energy problems in an organisation or region. They are able to function in an international team, with English as the language of communication. (10)
- Graduates are able and willing to recognise the ethical aspects related to their activities. (11)
- Graduates are able to give a structured written and oral presentation in English about individual or team work. They also adhere to existing academic traditions, such as providing proper credits and references. (12)