

BSM922 PUBLIC POLICY FOR CSR AND SUSTAINABLE DEVELOPMENT

Academic Year 2011/12

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

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Availability: By appointment

Or contact the Economics and Strategy Group Administrator: Lynne Wooley
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Pre-requisites for the Module:

None

Mode of Attendance:

Full-time

Module Objectives and Learning Outcomes:

By the end of the module, it is anticipated that participants will be able to demonstrate their knowledge and understanding of the key themes of the modules, specifically in relation to;

- a. the different perspectives and role in the creation of public policy by government business and non business organizations, specifically in terms of Social Responsibility and Sustainable Development;
- b. how government business and non business organizations contribute to public policy supra-nationally, nationally and locally and the implications for Social Responsibility and Sustainable Development,
- c. the role of government business and non business organizations in managing and reconciling policy differences and variations relating to Social Responsibility and Sustainable Development.

Module Content:

- Week 1** Introduction and overview of the business and non business policy environment in relation to social responsibility and sustainable development. Introduction to international national and local policy making.
- Week 2** International perspectives - Part 1. Theories of globalization and social responsibility and sustainable development.
- Week 3** International perspectives- part 2; the Washington consensus, The World Bank, OECD and the IMF.
- Week 4** International perspectives part 3: Theories of CSR. Fast fashion and sustainability.
- Week 5** International and national Non Governmental organizations; global public policy and distributive justice
- Week 6** The European Union: Waste management.
- Week 7** UK business and non business organisations; transport industries
- Week 8** Think globally, act locally; the rise of the supermarkets
- Week 9** Surgery sessions and assignment preparation
- Week 10** Assignment hand in

Summary of Content:

The purpose of this module is to provide students with an overview of the major government, non government organisations and business policy organizations and agencies that influence, shape social responsibility and sustainable development public policy internationally and in the UK. .

The major themes of the module will include the role of international and national governmental bodies, including supra national agencies, such as the European Union; and international organizations, such as the United Nations and bodies, such



as the World Bank and the OECD. The module will also consider the campaigning and other activities of international and national non government organizations (NGOs), such as Oxfam, Greenpeace and the WWF, in affecting policy change. The taught sessions will introduce theories, concepts to develop students' knowledge and understanding of core themes through their private study. Student led seminars will provide students with the opportunity to their own research into thematic case studies.

Corporate Connections:

The module will draw upon examples from international and nation business and non business policy making communities. Participants will be required to appraise primary data from these organizations. Industry specialists are involved in some aspects of the programme (subject to availability).

International Dimensions:

The course content is international and students will be examining a number of international and transnational issues.

Contribution of Research:

The teaching will be informed by contemporary research and scholarship previously and currently undertaken by the tutors.

Method of Assessment and Feedback:

The assessment will be on students' newly required knowledge and skills gained during the module. In order for the students to gain the depth of knowledge they will be required to undertake intensive research and investigations. They will be expected to present and facilitate class discussions on their own research and investigations; formative feedback will be provided during each session on content and level of analysis. Midway during the module, each student will be offered an intensive 1-2-1 tutorial to discuss their work and assignment.

The assignment will be a paper of about 3000-3500 words.

Learning Hours:

Contact hours and personal tutorial	25
Directed learning – Private Study	35 40
Total	100

The following essential and recommended readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. If students wish to undertake background reading before starting the course, many of the chapters/readings are available in electronic form via on-line library catalogues and other resources.

Essential Reading:

Banerjee, S. (2007). *Corporate Social Responsibility: The Good, the Bad and the Ugly*, Cheltenham: Edward Elgar Publishing Limited.

Birch, K & Mykhnenko, V (2010) *The Rise and Fall of Neo-liberalism*, London: Zed Books.

Coen, P 2010 *The Oxford Handbook of Business and Government*. Oxford University Press. Oxford

Frynas, J 2009 *Beyond Corporate Social Responsibility*, Cambridge: Cambridge University Press. (this book has a useful glossary of key terms and concepts)

Held, D and McGrew, A et al. (Eds) *Global Transformations*, (Ch1), Polity: Cambridge.

Hughes, O and O'Neill, B 2008 *Business, Government and Globalization* Palgrave

Other Reading:

Barrett, S (2010) *Why Co-operate?* Oxford UP: Oxford.

Beck, U (2000) *What Is Globalization?* Polity: Cambridge.

Buira, A (ed) (2003) *Challenges to the World Bank and IMF*, Anthem Press: London.

Clapp, J. and Dauvergne, P (2005) *Paths to a Green World*. MIT.

Dervis, k (2005) *A Better Globalization*, CGD: Washington DC. (Useful material on World Bank in particular).

Dunning, J.H (1997) *Governments, Globalization and International Business*. Oxford UP: Oxford.

Eastham, J., Sharples, I., Ball, S.D (2003) *Food Supply Chain Management; issue for the hospitality and retail sectors* Butterworth and Heinemann London

Hancke, B (2009) (ed) *Debating Varieties of Capitalism A Reader* Oxford University Press Oxford Chapter 1

Held, D and McGrew A (2007) *Globalization/Anti Globalization*, Polity: Cambridge.

Hirst, P and Thompson, G (2006) *Globalization in Question*, Polity: Cambridge.

O'Brien, R et.al. (2000) *Contesting Global Governance: Multilateral Economic Institutions and Global Social Movements*

Porritt, J (2005) *Capitalism as if the World Matters*. Earthscan: London.

Sadler, P 2010 *Sustainable Growth in a Post-Scarcity World*. Gower: Farnham.

Sassen, S (2007) 'The Places and Spaces of the Global', in Held D and McGrew, A (Eds) *Globalization Theory*, Polity: Cambridge

Stiglitz, J (2001) *Globalization and its Discontents*, Penguin: London