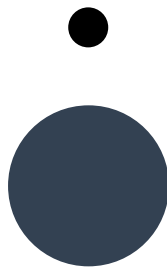


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**Hochschule Konstanz**  
University of Applied Sciences



**Course number: BWM 20410**  
**Corporate Social Responsibility (CSR)**  
**Study Level: Master / Graduate**

**Prof. Dr. Annette Kleinfeld**  
**Language of instruction: English**  
**ECTS Credits: 3**

Based on ethical and other theoretical implications of the concept of responsibility, and on today's concepts, theories, definitions, global standards and practical management approaches in the field of CSR the course wants to explore what "social responsibility of business" precisely means in the 21st century. Joint discussions, examples and case studies from business practice will help to understand the change of relevance of "social responsibility" for corporate success today and how companies may deal with the resulting new challenges.

The focus of this master course is to understand and to be able to apply major approaches and normative CSR frameworks (like ISO 26000 and GRI G4) for the development of socially responsible corporate strategies, including integrated management systems, governance mechanisms and reporting schemes. Assessment will be based on an individual or group presentation including a written workout.