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Study Center in Shanghai, China

Course name:	Managing Sustainability in Transnational Business
Course number:	BUSI 3006 SBLC
Programs offering course:	Shanghai Accelerated Chinese Language, Shanghai Business, Language and Culture, Shanghai China in a Global Context
Language of instruction:	English
U.S. Semester Credits:	3 semester/4.5 quarter hours
Contact Hours:	45
Term:	Spring 2018

Course Description

This course will provide an overview on the development of Corporate Social Responsibility (CSR) in China in comparison with North American and European countries. It aims to help students build a global perspective of CSR and sustainable business, with a strong mindset of applying practical knowledge to local issues. We will explore all essential CSR subjects, including environmental footprint, community involvement & development, fair operating practices, labor practices, and supply chain management, in a context of addressing challenges faced by transnational companies engaging various sets of stakeholders in different geographic territories. With a special emphasis on China, students will study actual cases in MNCs' China operation. This course also plans to cover more advanced topics such as Corporate Social Innovation and CSR-related public policy in China if time permits.

Learning Objectives

Corporate social responsibility (CSR) is integral to long-term business success. In some occasions, it might seem to conflict with organization's short term profitability goal. So it requires both senior executives and all levels management be increasingly mindful of the fundamental rationale of CSR and have a comprehensive understanding towards CSR portfolio.

After completing this course, you will be able to use the concepts, principles and theories of CSR to explain the rationale of companies which are actively pursuing a Corporate Citizenship to gain sustainable competitiveness. You are expected to build a solid knowledge base on the best CSR practices of multinationals, including the strategy and structure applied, as well as approaches taken in all CSR aspects.

You are also expected to develop skills to analyze the stakeholder relationship in a complex business environment, to apply managerial tools and formulate strategy to address varied CSR/Sustainability issues.



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Last but not least, the ultimate goal of this course is to equip the students with an open-minded global perspective and develop capability to handle complex cross-board business challenges in your future career.

Course Prerequisites

Knowledge in international relations, public policy, general management, microeconomics, accounting, finance, marketing, organizational behavior and human resource will be helpful but not compulsory.

Methods of Instruction

- Lectures: lectures will consist of an open discussion on real business scenarios faced by U.S. companies in China followed by a PowerPoint presentation based on the readings. Other activities will include debates and role plays.
- Field trips: The whole class will have the opportunity to visit two U.S. companies and their stakeholders in Shanghai and have conversations with the senior executives. A community service field trip will be part of this program for the students to gain better understanding on civil society development in China.
- Guest lectures: We are inviting CSR experts and business/NGO leaders to provide insight and first hand expertise on related CSR subjects.

Assessment and Final Grade

Class Participation and Attendance:	35%
Group Project / Company Visit Presentation	30%
Final Paper:	35%

Course Requirements

Reading

Students will be expected to read around fifty pages per week on average. Readings are expected to be completed before each class session.

Participation



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It will be assessed on how active you are in class discussions, how well you respond in class discussions based on your readings, and on your performance on in-class cases as well as discussions of current business, economic, and political news in emerging markets. Note that there is a limit to how active you should be: if you are a natural talker, please encourage others to participate!

Group Project and Presentation

You will work with your peers (up to four students in one group) to carry out a stakeholder mapping project for a U.S. invested company in China. Using the toolkit and applying the knowledge from the course, you are expected to 1) have a better understanding about the challenges faced by U.S. business community in China, 2) identify opportunities for companies to participate or even create new CSR initiatives based on your findings.

Final Paper

For the final paper, you will be asked to write a proposal for the company you investigated during the group project. The proposal is for a new project/program/initiative or the improvement of design/implementation of current project/program which will lead to a better engagement with the company's key stakeholder(s).

The following criteria will be applied in assessing your paper:

- 1) Your ability to define the NEED which is from a specific business and social context.
- 2) The idea, project, program or improved approach proposed should be innovative, implementable and result oriented.
- 3) Ideally, your proposal will demonstrate how business could work with other stakeholders by leveraging its resources and expertise to address existing social issues in a more effective or efficient way.

Attendance and Class Participation

In addition to encouraging a productive academic community and high academic standards, monitoring student attendance helps CIEE staff ensure that repeated absences are not the result of a student's physical or mental illness. Attendance in all area studies courses will be taken by the instructor of record or CIEE staff within the first fifteen minutes of each class. Students arriving after enrollment is taken should speak to the instructor after class, but may be marked absent at the discretion of the instructor. Students are expected to arrive prepared for each class and to remain for the entire class period. Arriving late to class or leaving class early may affect



your final grade and is considered very disrespectful in Chinese culture. There is **no** excused absence for area studies courses.

Absenteeism

The CIEE Study Center in Shanghai observes a strict attendance policy and absenteeism is subject to disciplinary actions. Absenteeism involves situations where the student is absent, without documentation (unexcused absence) in any area studies course, or is absent for more than 2 days, without documentation, in language classes.

Weekly Schedule

Week 1	Orientation week
Week 2	<p>1. An Introduction to Corporate Social Responsibility and Sustainable Development</p> <p><i>International Standard ISO 26000 – Guidance on social responsibility</i>, International Organization for Standardization</p> <p>Simon Zadek, Maya Forstater, and Kelly Yu (2012) “Corporate Responsibility and Sustainable Economic Development in China: Implications for Business”, US Chamber of Commerce</p> <p>Oliver Yang (2008) “All Roads Lead to Rome – A close look at CSR development in China”. The American Chamber of Commerce in Shanghai. **Suggested**</p> <p>Assignment: Each student need to prepare THREE 15-minute presentations on three assigned CSR subjects. Students will be asked to deliver the presentation in the next class</p>
Week 3	2. An Introduction to Corporate Social Responsibility and Sustainable Development (Continued)

	<p>Kwang Ryu, William Valentino (2008) “China’s CSR Campaign – Harmonious society” pp. 33-42, <i>Corporate Citizenship Around the World</i>. Global Education Research Network & Boston College Center for Corporate Citizenship **Suggested**</p> <p>Alexander Dahlsrud (2006) “How Corporate Social Responsibility is Defined: an Analysis of 37 Definitions” <i>Corporate Social Responsibility and Environmental Management</i>. Wiley InterScience **Suggested**</p> <p>InvestAssure (2011) “Monitoring of Corporate Responsibility in Asia Analysis of InvestAssure Web Monitoring Alerts, June 2011” **Suggested**</p> <p>“The Sustainability Survey 2011, Key Challenges and Industry Performance”. GlobeScan Incorporated **Suggested**</p>
<p>Week 4</p>	<p>3. Stakeholder Mapping and the Primary Stakeholder in China</p> <p>Charles Fontaine, Antoine Haarman, Stefan Schmid (2006), “The Stakeholder Theory”</p> <p>Susan V. Lawrence, (2013) “Understanding China’s Political System”. Congressional Research Service</p> <p><i>International Standard ISO 26000 – Guidance on social responsibility</i>, pp 14-18, International Organization for Standardization)</p> <p>Sylvia Kinnicutt, Rene Carapinha, Philip Mirvis (2009) “The influence and impact of global stakeholders” <i>Mapping Stakeholder Landscapes</i>, Global Education Research Network & Boston College Center for Corporate Citizenship **Suggested**</p>
<p>Week 5</p>	<p>4. CSR Strategy and Integrating CSR throughout an organization</p> <p><i>Company Visit</i></p> <p><i>International Standard ISO 26000 – Guidance on social responsibility</i> pp 69-84, International Organization for Standardization</p> <p>Simon Zadek, Corporate Responsibility and Sustainable Economic Development in China: Implications for Business, U.S Chamber of Commerce</p>



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<p>Week 6</p>	<p>5. Analyze the Key Stakeholders (Government, NGOs and Community)</p> <p>Stakeholders' profiles</p> <p>NGO Profile</p>
<p>Week 7</p>	<p>6. CSR Strategy and Integrating CSR throughout an organization</p> <p><i>Company Visit</i></p>
<p>Week 8</p>	<p>CIEE Cultural Excursion</p>
<p>Week 9</p>	<p>7. Business Ethics in China</p> <p>Russell Flannery (2010) "On the Front Line in China: Challenging Business Ethics", Forbes <www.forbes.com></p> <p>Alicia Hennig (2010) "Corporate Ethics in China – An Introduction, China Business & Research". Frankfurt School of Finance & Management</p> <p>Miriam Schulman (2006) "Business Ethics in China". **Suggested**</p> <p>Margaret Steen (2007) "Business Ethics in China: Challenges and Opportunities" **Suggested**</p> <p>Douglas Dew (2010) "China Crisis Management: Interesting Times for Foreign Multinationals in the PRC". Burson-Marsteller Beijing</p> <p>Meng Zhao (2011) "Victimizer, Victim or What: Unraveling the MNC's Public Crisis in China&Russia Part I&II". Caixin Magazine</p> <p>Seung Ho Park and Wilfried R. Vanhonacker (2007) "The Challenge for Multinational Corporations in China: Think Local, Act Global". MITSloan Management Review **Suggested**</p>
<p>Week 10</p>	<p>Weeklong Spring Break - No Class</p>
<p>Week 11</p>	<p>8. Social innovation, Public Private Partnership and Creating Shared Value</p> <p>James A. Phillips Jr., and Kriss Deiglmeier, & Dale T. Miller (2008) "Rediscovering Social Innovation, Stanford Social Innovation Review"</p>

	<p>Cheng Cheng and Zhengxu Wang (2009) “Public Private Partnerships in China: Making Progress in a Weak Governance Environment”. China Policy Institute, The University of Nottingham</p> <p>Michael E. Porter and Mark R. Kramer (2011) “Creating Shared Value”. Harvard Business Review Jan-Feb 2011</p>
Week 12	9. Presentation on Company Research Project
Week 13	<p>10. How to design a CSR project - Case Study on Education, public health, poverty alleviation and foot print management</p> <p><i>Best CSR Practices Compilation from AmCham Shanghai CSR Awards 2011,</i></p> <p><i>China Corporate Volunteer Whitepaper (2011), Junior Achievement China</i></p> <p>“Silent Giants, An investigation into Corporate Environmental Information Disclosure in China” (2009). Green Peace</p>
Week 14	<p>11. CSR in Supply Chain by corporate speaker</p> <p>Richard Brubaker (2009), “Apple’s China Supply Chain Issues Require IMMEDIATE Attention and Action” < www.allroadsleadtochina.com></p> <p>Dave Meyer (2011) “Can Apple Redeem Itself on Supply Chain Sustainability? Taking a Cue on Accountability from Nike’s Playbook”, VALUESTREAMING</p> <p>Viewpoint (2012), “The China CSR Imperative: Integrating Social Responsibility into the China Supply Chain”, The American Chamber of Commerce in Shanghai</p>
Week 15	12. Final Presentation and group discussion

Course Instructor

Oliver Yang is Deputy Secretary-General, Strategy, Policy and Advocacy at Shanghai Soong Ching Ling Foundation. Mr. Yang works with foundation’s leadership on strategy development, policy research and helps build institutional relationships which are critical to the foundation's development. Mr. Yang advises



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Secretary-General of the foundation on all matters related to international relationships with external organizations and institutions.

Before joining SSCL Foundation, Mr. Yang had served as CSR and Government Relations Manager at the American Chamber of Commerce in Shanghai for more than seven years. AmCham Shanghai was founded in 1915, re-instated in 1987 and represents around 3,700 members from 1,600 corporations. The diverse membership includes over 150 Fortune 500 corporations, as well as a growing number of small and medium businesses.

Mr. Yang joined the Chamber in 2005 and leads the Chamber's robust Corporate Social Responsibility program. Through initiatives in community outreach, environmental stewardship, employee health and safety, corporate governance, public healthcare, NGO capacity building, and public-private partnership, AmCham Shanghai's CSR program has become an effective platform for different stakeholders to communicate and collaborate. Mr. Yang works closely with central and local government, Chinese think-tanks and all relevant stakeholders to smooth communication channels and cement relations between government authorities and the U.S. business community through a strategic and institutional approach.

Mr. Yang has specialist expertise in the information technology sector. He has previously served as project manager at BP, Jardine Matheson and Shanghai Clinic Medical Center. Mr. Yang holds a Bachelor degree in logistics from Shanghai Maritime University and a Master of financial management from Vlerick Business School in Belgium.