



Corporate Social Responsibility - אחריות תאגידית - 1231.3925.01
2nd Semester 2017

*Translated and shortned

Phone	Mail	Lecturer	Final Exam	TIME	DAY	GROUP
052-2574122	talia@taharoni.co.il taharoni@tau.ac.il	Dr. Talia Aharoni	Listed	18:45-21:30	Tuesday	01

היקף הלימודים Scope

היקף הקורס 1 י"ס
1 י"ס = 4 ECTS (European Credit Transfer and Accumulation System), ערך הניקוד של הקורס
במוסדות להשכלה גבוהה בעולם שהינם חלק מ"תהליך בולוניה".

תיאור הקורס Course Description

Corporate Responsibility has become a core business practice, vital to business growth, development and management of any global and / or local company. The various aspects and issues encompassed in the CR field underlie the discussion of the responsibility of businesses, the nature of the modern capitalist approach, the inter-relations between governments, businesses and civil society organizations.

The course discusses the major issues of the field of CR, including theories and scenario analysis, characterization of various business sectors, acquaintance with the Company's sectors and stakeholders, and an examination of the roles of the Board of Directors and officers in securing corporate objectives in accordance with the interests of its stakeholders.

We will examine the area of corporate responsibility as an organizing axis for managing business in a multivariate world: changing the global social agenda, legislation, global trade, social and environmental changes, and focusing on the integration of the corporate responsibility approach as an integral part of business strategy and business management. While presenting possible ways of implementing the decision-making system of the modern firm, overcoming the dilemmas that arise and analyzing practical scenarios. The course presents and evokes discussion on CR as a business strategy approach. Presenting CR as a mediating concept between the short term business objectives of maximizing profits to the long term business innovation and development, the course discusses risk management, environmental and social sustainability, corporate learning and development, stakeholders relations and business leadership.

תפוקות למידה Learning outcomes

Upon completion of the course, the student will be able to :

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1. To examine and understand the complexity of the global and Israeli business arena for its political, social and environmental changes.
2. From this understanding, to analyze events and business scenarios in their broad aspects
3. Integrate social, environmental and governance criteria in the diversified areas of management: strategy and business development, financing, marketing, work environment, corporate governance, investments management in the Israeli and global capital markets .
4. Identify, define, and leverage the opportunities, dilemmas, and challenges of implementing a corporate responsibility approach to management.
5. Implement a variety of tools and methods to enhance corporate responsibility and sustainability in management both in the Israeli market and in the global scenec: laws, regulations, indices, business models.

תכנית הקורס * Course agenda

Cases :	** Readings	Subjects:	Date	Week
Greenpeace Unilever NIKE SHELL	Friedman, M. (1970). Locke R. M. (2003)	Introduction: The Interrelationships between Business and Society in the Global World, Fundamental Concepts, Principles and the Timeline of Corporate Responsibility	14.3.17	1
McDonald's; Coca-Cola; GE Students present.	Carroll, A.B. (1991). Freeman E. R. (2005 AA10000.	Stakeholders Engagement and Materiality : identification and mapping of the corporation's stakeholders, the Non-Profit Sector, strategies for building cross-sectoral partnerships, and dialogue development	21.3.17	2
Enron ; IDB; Merck; Tnuva Siicon in Milk Students	Zamir, y. (2009) The Goshen Report The MBA Oath:	Corporate ethics and governance : What is between ethics-governance and them? What is an ethical dilemma? Key Approaches to Management Ethics, Effective Corporate Governance and Relation to Corporate Responsibility and Risk Management. Report of the Goshen Committee for Corporate Governance. The MBA Oath:	28.3.17	3
Netafim Drip Irrigation; Interface; Eco- Magination Students	Garrett Hardin. (1968) Gressel (2012) Noam	Sustainability and environmental responsibility The trajedy of the Common; The Environmental crisis, The sustainability approach, environmental impacts of businesses: exploitation of natural resources, biodiversity, global warming, water, waste; Sustainability as a promoter of business growth and new business models	4.4.17	4
The Chocolate Industry Marks & Spencer	Ruggie, John. 2008. The CR Management	Social responsibility – Core Issues : Corporations and human rights. Social justice and diversity in the workplace. Community development and relations ; The marketplace	25.4.17	5

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Cases :	** Readings	Subjects:	Date	Week
Walmart Students	CODE ,Maala (2004)	:sales and advertising, Supply-chain, procurement policy, business development		
PRI ; Calvert; Domni; Tel-Aviv Stock Exchange Students	GRI's G4 Robins N. (2008) PRI: Principles for Responsible Investment Maala Ranking and Index	Sustainability Reporting : The Triple Bottom Line; model; Reporting frameworks; Integrated reporting Responsible investments: ESG criteria in investment management and credit granting, indices and ratings in the Israeli and global capital markets, responsible investment channels	9.5.17	6
Students presentations Car to Go AirBNB Africa Cellular	Zadek S. (2004). Michael E. Porter & Mark R. Kramer. (2011). <u>Harvard Business Review</u> , Elkington.J (2009)	Conclusion: Who is responsible? Current and future trends in corporate responsibility; Scenario analysis, how to manage and implement corporate responsibility, new business models, The sharing & circular economy Corporate Responsibility in Israel	16.5.17	7

*התכנית ורשימת הקריאה הינן בסיס לשינויים.

**** קריאת חובה (עפ"י המפורט למעלה) Readings**

Week 1:

Friedman, M. (1970). "The Social Responsibility of Business is to Increase its Profit", New York Times Magazine, September 13, 1970. Pp: 32-34, 122-126. Available at:

<http://www.colorado.edu/studentgroups/libertarians/issues/friedman-soc-resp-business.html>

Locke R. M. (2003). The Promise and Perils of Globalization: The Case of Nike, in R. Schmalensee and T. A. Kochan (eds.), *Management: Inventing and Delivering Its Future*, Cambridge, MA: MIT Press. Available at: http://www.ross.mayfirst.org/files/locke-Richard-nikepaper_0.pdf

Week 2:

Carroll, A.B. (1991). " *The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizations Stakeholders*", Business Horizons, July-August, Vol. 34 (4), Pp. 39-48. <http://www.cbe.wvu.edu/dunn/rprnts.pyramidofcsr.pdf>

- Freeman E. R. (2005) A Stakeholder Theory of Modern Corporation, in L. P. Hartmann (ed.), *Perspectives in Business Ethics*, 3rd edition (New York), 112–122. Available at: <http://academic.udayton.edu/lawrenceulrich/Stakeholder%20Theory.pdf>

- AA10000. (2010) Accountability Principles Standard, Final Draft (תרגום לעברית) <http://www.goodvision.co.il/images/File/website%20version.pdf>

Week 3:

- דו"ח הוועדה לבחינת קוד ממשל תאגידי (**Corporate Governance**) בישראל, דצמבר 2006 (ועדת גושן). http://www.isa.gov.il/Download/IsaFile_45.pdf

- The MBA Oath: <http://mbaoath.org/about/the-mba-oath/>

Week 4:

- **Garrett Hardin. (1968) "The Tragedy of the Commons". Science , December 13. Vol.162. Pp. 1243-1248.**

- Harvard Business Review – Forethought Special Report (2007). Climate Business/Business Climate, Vol. 85 (10): 22-40: http://webuser.bus.umich.edu/ajhoff/mgmt_pub%20files/2007%20HBR.pdf

- גרסל, נ. (2012) [תפיסת הקיימות אחרת את הרכבת. העתיד תלוי בהשקעה במשאבים טבעיים](#)



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Week 5:

- Ruggie, John. 2008. "Promote, Respect and Remedy: A Framework for Business and Human Rights." *Innovations*, Vol. 3, no. 2 (spring), pp. 189–212:
<http://www.mitpressjournals.org/doi/pdf/10.1162/itgg.2008.3.2.189>
- הקוד לניהול חברתי, מעלה. 2004
<http://www.maala.org/il/warehouse/userUploadFiles/File/infoport/ethics/Ecode.pdf>

Week 6:

- GRI's G4 - <https://www.globalreporting.org/reporting/g4/Pages/default.aspx>
- Robins N. (2008) The emergence of sustainable investing *in* C. Krosinsky and N. Robins (eds.), *Sustainable investing: the art of long-term performance*, London: Earthscan, 3-18.
[The Six Principles for Responsible Investment](#)
- PRI: Principles for Responsible Investment <http://www.unpri.org/principles/hebrew.php>
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Week 7:

- Zadek S. (2004). The Path to Corporate Responsibility. *Harvard Business Review* 82 (December), 125-132: <http://www.hse.ru/data/988/481/1225/Oct%2028%20%20Zadek.pdf>
- Michael E. Porter & Mark R. Kramer. (2011). "The Big Idea: Creating Shared Value". *Harvard Business Review*, January-February, 89(2). Pp: 62-77. <http://hbr.org/2011/01/the-big-idea-creating-shared-value/ar/1>
- Elkington.J (2009) *The Phoenix Economy - 50 Pioneers in the Business of Social Innovation*.
<http://volans.com/wp-content/uploads/2013/03/The-Phoenix-Economy.pdf>

קריאת רשות Additional Readings

- Limor N. (2010). "The social responsibility of Businesses", *Social Security*, issue 83, pp.19-80. [In Hebrew].
- Shamir R. (2007) "The Private Market and the Public Pressures"
- Avshalom, A. (2009). "Affective assimilation process in a professional community" , *Human resources*, Jan-Feb. pp. 56-67. [In Hebrew].
- Kei, A. (2009). "What is the Ethical code and what are its roles", *Business ethics: from theory to practice*, The Value in Business Center. pp. 31-39. [In Hebrew]. Zamir, Y. (2009). "Introduction to ethics", *Business ethics: from theory to practice*, The Value in Business Center. pp. 11-19. [In Hebrew].
- Dunfee, T.W. (1999). "Corporate Governance in a Market with Morality", 62 *Law and Contemporary Problems*, Duke University Law School, 129-158.
- Fahy M., Roche J. & Weiner A. (2005). "Corporate Governance" (Chapter 8) in *Beyond Governance*, Wiley, England pp. 163-198
- Porter et al. (2007). "Climate Business/Business Climate: A strategic approach to climate". *Harvard Business Review*. Vol. 85 (10): 22-40.
- Theiirc, (2011). *Towards integrated reporting: Communicating Value in the 21st Century*.



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http://theiirc.org/wp-content/uploads/2011/09/IR-Discussion-Paper-2011_spreads.pdf