

PLEASE NOTE: Details for daily activities are not confirmed. This is subject to change as per arrangements made with local partners.

The topic examined in this course is the relationship between business and society using the prevalent framework of corporate social responsibility (CSR) with a focus on corporate philanthropy. The large question that we focus on is *What is the responsibility of business to society, if any?* We examine how it is conceptualized, its practice, the societal partnerships forged, and its impact.

Businesses performing philanthropic activity often use their platform of CSR activities to engage with society, directly, via a corporate foundation, or through partnerships with nonprofit organizations. Although such philanthropic activities are not directly related to profit-making ventures, they may boost their reputation, be used in marketing their products, talent recruitment, increase employee engagement and commitment, and thus contribute to the profit indirectly. Many businesses undertake their CSR related philanthropic activities using strategic partnerships with nonprofits or public sector organizations to meet their goals. This provides opportunities to nonprofit and public sector leaders in achieving social and sustainable change.

Background: Corporate social responsibility (CSR) is a concept with many identifications and ranges from corporate philanthropy to including environmental impact of the organization and often called the 'triple' bottom line: social, economic and environmental. The recent variation of this is 'People, Planet & Prosperity' which aims to balance the needs of human well-being (people), environmental quality (planet), and economic prosperity (profit). Within the context of CSR, these terms have expansive meanings, and not surprisingly, it has garnered attention from for-profit, nonprofit and the public sectors. It is controversial in that it is an essentially 'contested concept' because it is an idea with an attached normative 'value' and varies as the context in which businesses take place, thereby giving rise to significant differences across national settings.

In 1970, Milton Friedman differentiated CSR activities from those business activities; the latter required fulfilling core profit-making responsibilities of the firm and the former that were the social responsibilities of government. As the role of government and civil society varies considerably in different national contexts it is not surprising that CSR expectations and norms vary as well. For example, civic participation and philanthropy in America differ widely from that in Europe- due to a historical cynicism of government and the confidence in capitalism in America. The different distributions of responsibility for social issues, and the values, norms and rules adopted by businesses, will be influential in the understanding of how CSR is conceptualized and practiced in America versus Europe. And, it will also give us a perspective on the influences on CSR resulting from various stakeholder pressures.

The belated arrival of corporate citizenship in Europe is an important aspect of the practices of CSR in Europe. In addition, with an increasing number of multinational companies operating in Europe, there has been a hybridization of CSR practices, which this course will examine.

Course Location: This course will take place at

1. University of Pennsylvania [two classes prior to leaving and one class on our return]
2. On location in the Netherlands: Erasmus University, Rotterdam [7 days – 8-hours per day] including field visits to Amsterdam.

Students will attend lectures at Erasmus University [Rotterdam] by leading experts in the field of CSR and corporate philanthropy, including those affiliated with the Knowledge Center on Corporate Citizenship and the department Business-Society Management. In addition, through intensive field visits to American and European businesses and their partners (nonprofits) and beneficiaries of the philanthropic activities of CSR, we examine the its practices and outcomes in the Netherlands.

The Netherlands is an interesting context to learn more about CSR due to presence of many headquarters of multinational companies. Furthermore, there is the general tendency in Europe and particularly the Netherlands to respond to high pressures from stakeholders. At the same time, the Netherlands has a large and developed nonprofit sector, which increasingly partners with companies to create social impact. With visits to CSR partners and beneficiary organizations, we examine nonprofits as strategic partners in organizing and implementing CSR activities.

Goals:

1. To understand the practices of CSR, in particular corporate philanthropy, in a different national context
2. To understand the cross-sector partnerships undertaken by business in implementing CSR activities
3. To understand the role of beneficiary organizations
4. To understand the specific roles of intermediary organizations such as corporate foundations and CSR-brokers.

Course Format: Lectures and Field Visits

This course will be taught in two parts: The first part will comprise of readings and discussions held at the School of Social Policy and Practice (UPenn) , and second part will involve a lectures and field visits in Netherlands (Erasmus University).

Preliminary Outline

Part 1: Corporate Social Responsibility: Conceptualization and Policy

The Concept (Introductory 2 lectures at SP2 University of Pennsylvania, remaining lectures at Rotterdam School of Management, Erasmus University Rotterdam)

Topics covered

- Conceptual foundations of CSR (contemporary insights)
- Corporate Philanthropy & CSR: Same or different?
- Understanding the debate- Who benefits, who pays?

- Cross-Sectoral Partnerships: Non-profit Business Collaborations & Public Private Partnerships
- Role of stakeholders
- Strategic strategies
- Employee engagement
- Corporate Communication
- Social impact-beneficiary organizations

Part 2: Corporate Social Responsibility: Practices and Partnerships

- Responses to CSR by multinational American and Dutch companies: [such as IBM, KPMG, ING, NUON, Tommy Hilfiger, Ricoh(<https://www.ricoh.com> (Links to an external site.)Links to an external site.); NN(<http://www.nninc.com/> (Links to an external site.)Links to an external site.), Alliander(<https://www.alliander.com/en> (Links to an external site.)Links to an external site.); ANWB (<http://www.anwb.nl/> (Links to an external site.)Links to an external site.)]
- Role of nonprofit partners in implementing CSR with field trips to beneficiary organizations.
- CSR strategic partnerships [Rijksmuseum in Amsterdam and visit the Rabobank Foundation (<https://www.rabobank.com/en/home/index.html> (Links to an external site.)Links to an external site.), KPN Mooiste Contact Fonds and the NN Nationale Nederlanden Foundation.

Timing: This course will take place May 22nd - May 31st, 2019