

# **MAKERERE UNIVERSITY BUSINESS SCHOOL**

## **FACULTY OF MARKETING AND INTERNATIONAL BUSINESS**

### **DEPARTMENT OF MARKETING AND MEDIA STUDIES**

#### **COURSE OUTLINE**

**COURSE TITLE : CORPORATE SUSTAINABILITY AND SOCIAL RESPONSIBILITY**

**COURSE CODE : BSM3108                      ACADEMIC YEAR : 2025/2026**

**PROGRAMME : BACHELOR OF MARKETING**

**YEAR : THREE                      SEMESTER : ONE**

**CREDIT UNITS : 3                      CONTACT HOURS : 45**

#### **COURSE DESCRIPTION:**

Principles for Corporate Sustainability and Social Responsibility (CSR) is a course founded on the premise that businesses and organizational activities are organized and conducted for the purpose of making money for their shareholders. However, the emerging concept of Corporate Sustainability and Social Responsibility (CSR) suggests that businesses and organizations also have obligations and responsibilities to the many other entities affected by their decisions. These are called “stakeholders” and they include employees, suppliers, customers, communities and even the environment. This course unit therefore intends to equip learners (who are the future / current managers) with knowledge of how to integrate CSR into their business strategy and operations. It starts by giving a definition of CSR, then shows how to get involved in CSR, how to identify CSR opportunities, communicating CSR activities to stakeholders and tracking CSR performance, and ends with giving learners practical skills in designing CSR strategies and highlights on how to use them for competitiveness as well as tracking performance of CSR programs. Learners are also taught about international bodies that provide guidelines and benchmarks for CSR activities, e.g., UN Global Compact, Global Reporting Initiatives, etc.

#### **COURSE OBJECTIVES**

The main objectives of this course are:

1. To introduce learners to the basic principles of corporate social responsibility (CSR).
2. To equip learners with knowledge of how to integrate CSR into business decisions.
3. To equip learners with knowledge about CSR and enable them to become champions of CSR.
4. To prepare learners for future lessons and challenges in the field of CSR.

## LEARNING OUTCOMES:

Learners who successfully complete this course should be able to:

1. Observe and integrate corporate sustainability and responsibility (CSR) principles in the workplace, supply chain, and the wider marketplace.
2. Spread CSR awareness to others who have not had a chance to get it from class.
3. Influence their organizations to adopt CSR in their core values and actually allocate a budget for its implementation.
4. Link CSR to business strategy and see the competitive advantage of CSR for the company.
5. Appreciate and participate in CSR activities in their communities.

## COURSE CONTENT

TOPIC	DETAILS	FACILITATOR
1. Introduction to Corporate Sustainability and Social Responsibility (CSR).	<ul style="list-style-type: none"><li>• Definition of and distinction between CSR and its related core concepts (Philanthropy, Sustainable business, corporate citizenship, business ethics etc).</li><li>• Evolution of CSR and its brief theories (Stakeholders theory, triple bottom line, etc).</li><li>• The evolution of CSR in Uganda and its current position.</li><li>• Sustainability Management Principles.</li></ul>	Assoc. Prof. David Katamba
2. Getting involved in CSR.	<ul style="list-style-type: none"><li>• Arguments for and against CSR.</li><li>• How CSR enters a company / organization (CSR as boardroom challenge, top level management involvement and endorsement).</li><li>• CSR Responsibility and leadership.</li><li>• CSR dimensions (work place, marketplace, environment, community, &amp; Governance).</li></ul>	Assoc. Prof. David Katamba
3. Identifying and Managing CSR activities.	<ul style="list-style-type: none"><li>• Stakeholders' engagement in CSR decisions.</li><li>• Balancing CSR with organizational needs /goals.</li><li>• Application of Stakeholder theory and Social contract theory.</li><li>• Sustainable management of CSR activities.</li></ul>	Mr. Tom Tamale
4. Integrating CSR into organizational culture and	<ul style="list-style-type: none"><li>• What is organizational culture?</li><li>• Principles for integrating CSR into organizational culture and making CSR a</li></ul>	Mr. Tom Tamale

making CSR part of a business strategy.	business strategy (transparency, accountability and sustainability). <ul style="list-style-type: none"> <li>• Developing a suitable CSR strategy for socially and environmentally responsible products and services, workforce, and community relations.</li> <li>• Using CSR as a competitive advantage.</li> </ul>	
5. Legal and Institutional frameworks	<ul style="list-style-type: none"> <li>• Laws</li> <li>• Regulations and Standards.</li> </ul>	Mr. Tom Tamale
6. Implementation of CSR	<ul style="list-style-type: none"> <li>• Tracking CSR performance</li> <li>• Communicating progress.</li> </ul>	Mr. Tom Tamale
7. Tools for measuring CSR results.	<ul style="list-style-type: none"> <li>• Tracking CSR activity progress (a simple M &amp; E Tool).</li> <li>• Balanced scorecard.</li> <li>• Environmental audit.</li> <li>• Existing performance reporting (Dow Jones Sustainability Index, FTSE4 Good Index).</li> <li>• Communicating to stakeholders about CSR undertakings.</li> </ul>	Mr. Tom Tamale
8. Globalization and CSR	<ul style="list-style-type: none"> <li>• How globalization affects CSR.</li> <li>• Globalization as an opportunity vs. threat for CSR.</li> <li>• International bodies and benchmarks of CSR</li> <li>• The UN Global Compact.</li> <li>• The Global Reporting Initiative.</li> <li>• World Business council for sustainable development.</li> <li>• Organization of Economic Council and Development (OECD).</li> </ul>	Assoc. Prof. David Katamba

#### **METHOD OF DELIVERY:**

Case studies, group discussions and class presentations, Lectures and guest lectures.

#### **MODE OF ASSESSMENT**

The students shall do coursework assessment as well the final exam. The course work assessment shall account for 30% of the final exam mark while the final exam shall account for 70% of the final exam mark. The pass mark of this course unit is 50%.

#### **FACILITATORS**

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|-------------------------------|-----------------|
| 1. Assoc. Prof. David Katamba | +256 702 972532 |
| 2. Mr. Tom Tamale             | +256 702 323654 |

## **READING LIST** (Gregory, 2010; Kotler & Armstrong, 2012; Sandoval, 2014)

- Crane, A. & Matten, D. (2017). Business Ethics, 5<sup>th</sup> Edition: Oxford University Press
- Katamba D., Christoph Z., Tushabomwe-Kazooba C., & Haag D., (Eds)(2012). *Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries*, Strategic Book Publishing and Rights Agency, Houston, TX, USA.
- Visser, W., (2008), corporate social responsibility (CSR) in developing countries in Crane, A. and Matten, D., McWilliams, A., Moon, J., Siegel, D., (Ed) The Oxford Handbook of Corporate Social Responsibility, New York, Oxford University press
- Visser, W., Matten, D., & Pohl, M., (2017). The A to Z of Corporate social responsibility, Wiley Publishers, London.
- Werther, W. & Chandler, D. (2016). Strategic corporate social responsibility.
- Winther, A., & Magerhom, A. F., (2016). Sustainability strategies in the Oil and Gas industry, Norwegian Petroleum Academy, Oslo, Norway.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns - A strategic approach* (3rd ed.). Kogan Page Limited.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (S. Yagan, E. Svendsen, M. Sabella, M. Pendharkar, E. Scarpa, J. Leale, & J. Keefe (eds.); 14th ed.). Prentice Hall, Inc.
- Sandoval, M. (2014). *From corporate to social media: Critical perspectives on corporate social responsibility in media and communication industries*. Routledge, Taylor & Francis Group. <https://doi.org/10.4324/9781315858210>
- Crane, A. & Matten, D. (2017). Business Ethics, 5<sup>th</sup> Edition: Oxford University Press
- Visser, W., Matten, D., & Pohl, M., (2017). The A to Z of Corporate social responsibility, Wiley Publishers, London.
- Werther, W. & Chandler, D. (2016). Strategic corporate social responsibility.
- Winther, A., & Magerhom, A. F., (2016). Sustainability strategies in the Oil and Gas industry, Norwegian Petroleum Academy, Oslo, Norway.

## **KEY ACADEMIC JOURNALS:**

- Corporate Communications: An International journal.
- Academy of Management Review [www.aom.pace.edu/amr/](http://www.aom.pace.edu/amr/)
- Social responsibility Journal.
- Journal of Business Ethics.
- The corporate reputation review [www.palgrave-journals.com/crr/](http://www.palgrave-journals.com/crr/).
- International journal of social economics.