



**Academic Year 2020-2021**  
**Syllabus**  
**Corporate Social Responsibility**  
**CFU 6**  
**Prof. Luigi Corvo**

### **Course Description**

This course will investigate the productive processes transformations in the era of the 4.0 industrial revolution. The CSR will be approached from different perspectives:

- the historical evolution of the CSR theory from Freeman, Varian, Porter to Mintzberg, Bawens, Stiegler.
- the relation between the impact theory and practice and the return for the society in terms of economic, social and environmental sustainability
- the role of the stakeholders and the new configurations of the peer value
- the new geography of the shared value (Porter & Kramer 2007) and the hybridization: the benefit corporations and the social enterprises and the challenge of the measurement
- analysis of the sustainability of the new forms of value creation: sharing, collaborative and circular economy
- the social impact management: design, measurement and evaluation
- the finance of social innovation: social impact bond and pay by results models
- digital revolution and social innovation: the convergence of the peer to peer paradigm
- social innovation case studies and possible projects for the students:
  - o Open Impact: how to use digital platforms for measuring and visualizing the social value
  - o AlpSib project: the use of social impact bond for NEET
  - o Capodarco project: the disruption of the business models of the social cooperatives
  - o CLT project: how to rethink the housing market
  - o Refugees Welcome: the social innovation for addressing the challenge of migration
  - o Education projects: the use of open technologies for a new model of knowledge creation and sharing
  - o Urban and Rural Regeneration projects: the social innovation approach to the sleeping assets for new forms of value generation processes
- The social entrepreneurship approach to social responsibility
- Humane entrepreneurship: how to meet humane and business cycle
- The shift towards the Corporate Social Desirability: the platform cooperativism as a new systemic paradigm.

The objective of the course is to share with the students concepts and knowledge related to the changes of the economic processes and its implications on people, communities and society. The expected impact of the course is to improve the awareness of the students for their professional choices, and to promote changes in their trajectories in order to open new opportunities of value generation through the social entrepreneurial approach.

### **Teaching Method**

Each lesson will be divided into two sections:

- the first section will be dedicated to the theoretical aspects related to the topic addressed;

- The second one will be a co-working process for the co-design of innovative and sustainable solutions.

Some lessons will be held by inspiring testimonials that will help us both in discovering in depth particular aspects or experiences of CSR and in setting the tools for the generation of innovative and sustainable solutions.

### Schedule of Topics

Topic 1	The history of the Social Innovation theory
Topic 2	The value chain and the shared value approach
Topic 3	The new forms of value creation: sharing, collaborative and circular economy
Topic 4	The stakeholder theory: mapping and managing
Topic 6	The challenge of the measurement: metrics and indicators
Topic 7	The social impact management
Topic 8	Social Impact Bonds and Pay By Results models
Topic 9	Business modeling: Canvas and Social Canvas

### Textbook and Materials

- Porter M., Kramer M., 2006. Strategy and Society – The link between Competitive advantage and Corporate Social Responsibility  
[https://sharedvalue.org/sites/default/files/resource-files/Strategy\\_and\\_Society.pdf](https://sharedvalue.org/sites/default/files/resource-files/Strategy_and_Society.pdf)
- Freeman E., 2010. The Stakeholder theory and the Modern Corporation  
<http://businessethics.qwriting.qc.cuny.edu/files/2012/01/Freeman.pdf>
- Mintzberg H. 2009. Rebuilding companies as communities – Harvard Business Review
- Mintzberg H. 2015. Why Corporate Social Responsibility Isn't a Piece of Cake – Harvard Business Review.

Further readings and materials (presentations included) will be shared with the students during the lessons.

### Office hours

Students could talk with the teacher after each lesson or they could set a meeting writing an e-mail to [Luigi.corvo@uniroma2.it](mailto:Luigi.corvo@uniroma2.it) .

### Assessment

The exam will be oral and the evaluation will take into account the contribution of the students to the co-working sessions.