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| 1. Title          | CORPORATE SOCIAL RESPONSIBILITY  |
| 2. Description    | <p><b>Purpose:</b> Briefly introduce to the wider alternative solutions whereby companies integrate social and environmental concerns in their business operation and interaction with stakeholders</p> <p><b>Objective:</b> Promote and cultivate the Corporate Social Responsibility to enhance the knowledge of the public about the impacts it can have on the social, environmental and economic sectors on a macro and micro scale.</p>                  |
| 3. Outcomes       | Develop a basic understanding fo the Corporate Social Responsibility   |
| 3.1 Knowledge     | <ul style="list-style-type: none"> <li>• Develop critical thinking and critical knowledge</li> <li>• Recognize key problems and opportunities that are directly and indirectly related to the urban development</li> </ul>   |
| 3.2 Comprehension | <ul style="list-style-type: none"> <li>• Understand the concept of Corporate Social Responsibility for a sustainable urban development</li> <li>• Understand the needs of the world towards the adoption of Corporate Social Responsibility</li> <li>• Understand the methods and techniques of evaluating the current situation and implementing the Corporate Social Responsibility</li> </ul>   |
| 3.3 Application   | <ul style="list-style-type: none"> <li>• Apply procedures and techniques for the implementation of Corporate Social Responsibility</li> <li>• Implement European Union legislative frameworks</li> </ul>   |
| 3.4 Analysis      | <p>We work in creating an initiative to educate learners about it and how they can contribute to achieving them.</p> <ul style="list-style-type: none"> <li>• Analyze the needs, characteristics of urban environments (case by case) and find alternatives towards the implementation of an alternative to the current non-sustainable city development methods</li> <li>• Analyse the potential impacts that may arise by adopting new techniques</li> </ul> |



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| 3.5 Synthesis      | <p>The course aims to offer knowledge to the general public in a self-pace online structure with the hope of increasing participation in the work being done towards these goals. The courses often provide expertise with NGOs or international organizations working towards the promotion of sustainable development. The PULCHRA project and OUC hope to offer a global education on these goals and ways to get involved.</p> <ul style="list-style-type: none"> <li>• Find solutions for the current situation of the world</li> <li>• Identify existing solutions are already been implemented</li> <li>• Combine theory and practice to improve society and the environment</li> </ul> |
| 3.6 Evaluation     | <ul style="list-style-type: none"> <li>• Evaluate methods and techniques for implementing the Corporate Social Responsibility in the urban environment</li> <li>• Assess the impact of Corporate Social Responsibility in the society, economy and the environment</li> </ul>  |
| 4. Keywords        | Society   Environment   Economy   Science   Health   Well-being   Corporate Social Responsibility  |
| 5. References      | <ul style="list-style-type: none"> <li>• What is CSR all about? (Hopkins, 2014)</li> <li>• Corporate Social Responsibility and its role in community development: An international perspective (Maimunah, 2009)</li> </ul>   |
| 6. Self-assessment | <ul style="list-style-type: none"> <li>• Does business have a social responsibility?</li> <li>• If so, what is the extent and type of responsibility?</li> </ul>   |

