Corporate Responsibility:
From Exploiting Opportunities to Managing Impact
Dr. Dana Landau-Raviv
Fall Semester, 2026

Email: danalandau@tauex.tau.ac.il
Office hours: After class, by appointment.
Course Credits: 3 TAU Semester Credits
Location: Dan David Building, 106

For course times/days and location, please visit the TAU International website (Study Abroad Course Offerings and Schedules). All information below is subject to change and/or adjustment as necessary.

Course Description

The course exposes the students to corporate responsibility in management through a series of lectures and classroom activities. The world of content studied examines the commitment of businesses today towards society and the environment in which they operate, identifying challenges and opportunities faced by business companies, in this context. With the help of discussions and lectures, we will examine, in a critical manner, contemporary trends in the field of responsibility in management; We will evaluate the combination of social values and business goals; And we will try to understand whether it is possible to create a balance between meeting business goals and responsible conduct towards stakeholders.

Course Requirements and Expectations

Students are expected to prepare for each class and to participate actively in the discussions. Class discussion encourages the active exchange of ideas and is one of the primary ways that you will learn the material in this course.
Your evaluation is based on both individual and team contributions to the class. Specific assignments and grade proportions are described below.

Evaluation Criteria

Assignment	**Grade Percentage**
Class *Attendance* and *Participation*	10%
Field session- attendance & participation	15%
Final assignment: Corporate Responsibility – The International Perspective - Short In-Class Presentation and Written Report- (final class/es) Groups of 3-4 students maximum.	75% (presentation and written paper)

Company Visit (Field Session)
During the semester, on a Sunday (exact date will be announced during the first class), there will be a mandatory field visit to a business. The visit will include a lecture related to the course content and a class session involving group work on corporate responsibility challenges the company has chosen to address. Students will work in groups to analyze the issues and prepare a brief presentation of their key insights. These presentations will be held at the end of the session.
Participation in the visit is mandatory and will replace one regular class session. In addition, the visit counts as part of the attendance grade and affects the overall course evaluation. Full details will be provided in advance.

Absence Policy
Please note the TAU International Absence Policy.

COURSE SCHEDULE READINGS AND IN-CLASS ACTIVITIES

TOPICS	READINGS
A. Introduction: From Expectations to Impact • What do we expect from companies today? Opening class discussion. • A New World of Expectations: How Shifting Expectations Redefined CR. • Beyond profits: The stakeholders turn. • From stakeholder dialogue to shared value	• Asikhia, U. A., &Oduro, S. (2024). • Mayer, C. (2025) • Stobierski (2021).
B. Changing Worlds; Changing Responsibility • The rise of corporate impact in a global era. • The circle of Impact: Creating Stakeholders dialogue • Impact as a platform for political & public action.	• Kapetina (2026) • Rasche, A. et-al (2023). • Porter (2021) • Winston et-al,
C: Welcome to the New World • Climate Privacy, and Corporate Power • Gen Z and the New Face of Responsibility	• Chatzopoulou & Kiewiet (2020) • Casals, E. (2024) • Oreskes & Schandler, (2015).

Readings:

- Caslas, E. E. (2024). Generation Z is the age group most concerned about corporate social respons. https://www.uoc.edu/en/news/2024/generation-z-is-the-age-group-with-the-highest-opinions-of-companies-corporate-social-responsibility

- Chatzopoulou, E. & Kiewiet, A.D. (2020). Millennials' evaluation of corporate social responsibility. J Consumer Behav. 2021; 20:521–534.https://onlinelibrary.wiley.com/doi/full/10.1002/cb.1882

- Kapetina, B. (2026). Corporate Democratic Action in Germany: How Business Stands Up for Democracy. Corporate Democratic Action in Germany: How Business Stands Up for Democracy | The CPR Hub

- Mayer, C. Capitalism and Crises: How to fix them. Watch: https://www.youtube.com/watch?v=Ld4bAdWWnnE

- Oreskes, N. & Schandler, A. (2015). Corporations will never solve climate change. HBR, December 4th, 2015.

- Porter, (2021). The Changing Role of Business in Society. HBS, Working paper.

- Rasche, A. et-al (2023). "WF: Engineering the Truth". In Corporate sustainability: Managing Responsible Business in a Globalized World. Rasche, A. (Ed.). Second Edition. Chapter 1, pp. 2-5.

- Stobierski, T. (2021). What is CSR? HBR Online, 8.4.21. https://online.hbs.edu/blog/post/types-of-corporate-social-responsibility

- Winston et-al, https://sloanreview.mit.edu/article/the-importance-of-corporate-political-responsibility/#:~:text=Working%20Toward%20Corporate%20Political%20Responsibility,Lobbying%20and%20advocacy