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# CSRI4.0

## Competence Framework with Curriculum



**Developed within the project:**

**“Adaptation of strategies for corporate social  
responsibility to address the implications of the  
Industry 4.0”**

**2020-1-BG01-KA203-079025**





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**July 2021**



# **CURRICULUM**

of

## **Academic course**

**“Corporate Social Responsibility in Industry 4.0”**

**Code of course: FF-DFC-B-366**

**Number of credits according to curriculum: (6)**

Educational and scientific degree:

**BACHELOR**

Mode of study:

**FULL-TIME/PART-TIME/DISTANCE**

Language: **BULGARIAN/ENGLISH**

Document code:

**ED/C-FF-DFC-B-366**

Version:

**v.01/2021**





## I. ORGANIZATION OF TRAINING

### Hours of study (length of semester – 14 weeks)

Table № 1

Hours of study /in-class and out-of-class tuition/	Full-time mode of study	Part-time mode of study	Distance learning mode of study
<b>1. In-class tuition (ICT)</b>	<b>70</b>	<b>35</b>	<b>70</b>
1.1. Lectures	28	14	28
1.2. Seminar classes	42	21	42
<b>2. Out-of-class learning activities (OOCLA)</b>	<b>80</b>	<b>115</b>	<b>80</b>
2.1. Personal assignments and Self study	40	58	40
2.2. Academic assignments	40	57	40
2.2.1. Semester projects	0	0	0
2.2.2. Essays/Reports	0	0	0
2.2.3. Study cases and business simulation games	30	47	30
2.2.4. Online tests and exam modules	10	10	10
<b>Total:</b>	<b>150</b>	<b>150</b>	<b>150</b>

### Scheme for formation of the final grade

Table № 2

Learning criterion	Weight of criterion		
	Full-time mode of study	Part-time mode of study	Distance learning mode of study
<b>1. Performance of learning tasks during the semester, including:</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>
1.1. Course attendance (% of final calculated grade)	10%	10%	10%
1.2. Semester tests (% of final calculated grade)	10%	10%	10%
1.3. Academic assignments (% of final calculated grade)	30%	30%	30%



2. Semester examination (%of final calculated grade)			
<i>Multiple choice questions test</i> <i>Presentation of the CSR case study</i>	<b>50%</b>	<b>50%</b>	<b>50%</b>
<b>GPA for the course</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## II. ANOTATION

### 2.1. Aim of the course

The syllabus is linking each dimension of the CSR concept of EU to the Industry 4.0: (a) internal dimension (HR management, Health and safety at work, adaptation to change, Management of environmental impacts); (b) external dimension (Local communities, Business partners, suppliers and consumers, Human rights, Global Environmental concerns). Competence Framework include knowledge and skills needed to implement it, as well as the knowledge and skills needed to manage digital transformation.

New technologies which are the core of the Fourth Industrial Revolution will lead to unseen problems in society and in the business and will require a different approach for solving. This sets new social expectations to the business and the Corporate Social Responsibility (CSR). The implications of the Industry 4.0, like employment, replacement of labour force with robots, new occupations and skills demanded by the labour market, remote work and reduction of working hours, will impact significantly CSR in terms of generating social results and productivity improvement. In this light, the preparation of future managers and economists will be of key importance to keep social aims of business in new environment and under new challenges.

Taking into account this challenge, the syllabus is aimed to address the following identified needs:

- To address the evolution of the CSR and to refresh study programmes of the students in the field of economics, management and administration;
- To incorporate the changing nature of CSR in the era of the Industry 4.0 into currently provided training within bachelor degree competences and to stimulate links to various after graduation programmes.

For an increasing number of established companies, creating new business opportunities within the company is an imperative for success. Maturing technologies and aging product portfolios are requiring companies to create, develop, and sustain innovative new businesses. The CSR in Industry 4.0 is designed for those interested in learning how to innovate and apply CSR principles in the corporate setting and new digital industrial era.

Learners will develop knowledge on how to navigate the barriers to creating, developing, and sustaining innovative new Industry 4.0 businesses within the principles of CSR. Students will develop the skills, and learn the tools and best practices, for identifying and developing the



entrepreneurial opportunities, analysing Industry 4.0 models, creating strategies for CSR innovation, and financing CSR projects. It's specifically designed for students with the opportunity, or responsibility, to start new businesses or initiatives within their company or division, in any industry, and in any country based on the philosophy of CSR in Industry 4.0.

## 2.2. Prerequisites

In general, the scope of the course is intended:

- gaining knowledge about the scale and objectives of economic and financial thinking;
- seeking the most correct theoretical explanation and justification of the existing public and corporate policy;
- orientation to research and topical issues of economic and financial theory and practice.

## 2.3. Teaching methods

### 2.3.1 Full-time and part-time form

Teaching methods used include lectures, seminars, on-line test and exam modules, case studies.

The syllabus is divided in two main parts:

Part one. Theoretical developments of CSR in Industry 4.0

Chapter 1. Evolution of corporate social responsibility (CSR) [by University of Nish]

Chapter 2. Financial and managerial dimensions of CSR [by D. A Tsenov Academy of Economics-Svishtov]

Chapter 3. Emerging social challenges with Industry 4.0 [by D. A Tsenov Academy of Economics-Svishtov and the National Federation of Employers of Disabled People, Sofia]

Chapter 4. Strategic approach to corporate social responsibility [by University of Nish]

Part II. Case studies of CSR in Industry 4.0

Chapter 5. National evidences for implementation of the concept of CSR (by National Federation of Employers of Disabled People, Sofia; Accreditation Council for Entrepreneurial and Engaged Universities, Munster; Fundacion Universitaria San Antonio, Murcia and University of Nish)

Chapter 6. CSR and Industry 4.0 - evidences from Spain [by Fundacion Universitaria San Antonio, Murcia]

Chapter 7. CSR and Industry 4.0 - evidences from Germany [Accreditation Council for Entrepreneurial and Engaged Universities, Munster]

Chapter 8. CSR and Industry 4.0 - evidences from Bulgaria [National Federation of Employers of Disabled People, Sofia]





### 2.3.2 Distance form

Multi-variant business case study, presentations, on-line tests.

## **2.4. Expected results**

The curricula is based on the results of the project number: 2020-1-BG01-KA203-079025 “Adaptation of strategies for corporate social responsibility to address the implications of the Industry 4.0”

On its completion the project provide following results:

- Identify shortfalls in current business and management programmes in universities regarding the challenges to CSR.

- Create solid base for understanding and coping with the reality of internationalization, globalization and digitalization trends in national and world economy.

- Stimulate entering the academic staff and students into contacts with business entities.

- Provide support by CSR specialists towards strengthening the perspectives of setting social aims to the enterprises and transferring these ideas to the graduates.

- Enhance the attractiveness of dealing with social economy and social entrepreneurship in parallel to achievements of mainstream business goals.

- Offer a practical supporting tool for university professors working on economy of corporations in order to ameliorate their understanding of the needs for embedding newly appearing traits of the CSR and further development of students` knowledge in order to prepare them for the complexity of the globalizing economy.

- Support exchange of views on obstacles towards smooth integration of the topic on CSR in Industry 4.0 and suggestions regarding enhancement of the training programmes.

As a result the students will be able to integrate obtained knowledge into a set of vital business models for creation of added value based on CSR philosophy. The syllabus is linking the Triple Bottom line concept of CSR: profit, people and planet, with the pillars of EU digital transformation strategy: (1) Access: better access for consumers and businesses to digital goods and services across Europe; (2) Environment: creating the right conditions and a level playing field for digital networks and innovative services to flourish; (3) Economy & Society: maximising the growth potential of the digital economy.

## **III. DISSEMINATION OF UNIVERSITY COURSE**

Copenhagen Business School

University of London

University of Manchester

Universita Bocconi



## IV. CURRICULUM CONTENT

THEMATIC AREAS OF TRAINING	Full-time mode of study		Part-time mode of study		Distance learning mode of study	
	L	S	L	S	L	S
<b>Chapter 1. Evolution of corporate social responsibility (CSR) [Nish]</b>						
<i>1.1. The nature of corporate social responsibility</i>						
<i>1.2. Determining the elements of corporate social responsibility</i>						
<i>1.3. The concept of corporate social responsibility adopted by the European Union</i>						
<i>1.3.1. Internal dimension of corporate social responsibility</i>						
<i>1.3.2. External dimension of corporate social responsibility</i>						
<i>1.4. Ethics and socially responsible behavior of the company towards stakeholders</i>	4	6	2	3	4	6
<i>1.4.1. Ethical and responsible behavior of the company towards employees</i>						
<i>1.4.2. Measures of socially responsible behavior towards employees</i>						
<i>1.4.3. Ethical and responsible behavior of companies towards consumers</i>						
<i>1.4.4. Socially responsible behavior of the company towards the social community</i>						
<i>1.4.5. Ethical and socially responsible behavior of companies towards suppliers</i>						
<i>1.4.6. Non-ethical practices of the company towards the social community</i>						
<b>Chapter 2. Financial and managerial dimensions of CSR [Svishtov]</b>						
<i>2.1. The CSR model for human capital investments</i>	4	6	2	3	4	6
<i>2.2. The accounting issue for funding CSR initiatives</i>						





THEMATIC AREAS OF TRAINING	Full-time mode of study		Part-time mode of study		Distance learning mode of study	
	L	S	L	S	L	S
<p>2.3. Budgeting framework for CSR implementation cost</p> <p>2.4. Marketing approach for involvement of corporate financing and social initiatives support.</p> <p>2.4.1. Management framework for promoting corporate causes</p> <p>2.4.2. CSR and cause-related marketing</p> <p>2.4.3. Dimensions of socially responsible measures of the company - volunteering for the community, philanthropy, accepting social goals,</p> <p>2.4.4. Corporate social marketing – brand, trade name and label</p> <p>2.5. Standards for CSR</p> <p>2.5.1. Measurement and proofing of CSR</p> <p>2.5.2. International standards for CSR</p> <p>2.5.3. CSR standards in HR management</p> <p>2.5.4. Quality standards for CSR</p> <p>2.5.5. Ecological standards for CSR</p> <p>2.5.6. CSR standards for safety and health workplace conditions</p>						
<p><b>Chapter 3. Emerging social challenges with Industry 4.0 [Sofia and Svishtov]</b></p> <p>3.1 Vulnerability of systems [Sofia]</p> <p>3.2. European fiscal harmonization and taxation treatment of CSR initiatives. Shadow economy and tax evasion [Svishtov]</p> <p>3.3. Profound changes in education and generation Z challenges [Svishtov]</p> <p>3.4. CSR in Industry 4.0 project management – step-by-step approach [Sofia]</p> <p>3.5. CSR and Covid-19 pandemic [Svishtov]</p>	4	6	2	3	4	6



THEMATIC AREAS OF TRAINING	Full-time mode of study		Part-time mode of study		Distance learning mode of study	
	L	S	L	S	L	S
<b>Chapter 4. Strategic approach to corporate social responsibility [Nish]</b>						
<i>4.1. Advantages of strategic approach to corporate social responsibility</i>						
<i>4.2. Formulation of corporate social responsibility strategy</i>						
<i>4.2.1. Environmental analysis</i>						
<i>4.2.2. Choice of area of company engagement in society</i>						
<i>4.2.3. Formulation of vision, social goals and strategic guidelines</i>						
<i>4.3. Implementation of corporate social responsibility strategy</i>						
<i>4.3.1. Communication of socially responsible initiatives</i>	4	6	2	3	4	6
<i>4.3.2. Monitoring and control of the execution of activities and collection of feedback</i>						
<i>4.3.3. Possible errors in the application of CSR activities</i>						
<i>4.4. CSR organizational aspects</i>						
<i>4.4.1. Actions versus intentions</i>						
<i>4.4.2. Corporate commitment</i>						
<i>4.4.3. Voluntary versus mandatory</i>						
<i>4.4.4. Stakeholder activism</i>						
<i>4.5. CSR business aspects (diversity, sustainability, fair trade, wages)</i>						
<b>Chapter 5. National evidences for implementation of the concept of CSR</b>						
<i>5.1. Development of corporate social responsibility in Bulgaria [Sofia]</i>						
<i>5.1.1. Institutional environment</i>	4	6	2	3	4	6
<i>5.1.2. Level of population awareness or importance of corporate social responsibility</i>						
<i>5.1.3. Socially responsible company practice</i>						



THEMATIC AREAS OF TRAINING	Full-time mode of study		Part-time mode of study		Distance learning mode of study	
	L	S	L	S	L	S
<p>5.2. <i>Development of corporate social responsibility in Germany [Munster]</i></p> <p>5.2.1. <i>Institutional environment</i></p> <p>5.2.2. <i>Level of population awareness or importance of corporate social responsibility</i></p> <p>5.2.3. <i>Socially responsible company practice</i></p> <p>5.3. <i>Development of corporate social responsibility in Spain [Murcia]</i></p> <p>5.3.1. <i>Institutional environment</i></p> <p>5.3.2. <i>Level of population awareness or importance of corporate social responsibility</i></p> <p>5.3.3. <i>Socially responsible company practice in Spain</i></p> <p>5.4. <i>Development of corporate social responsibility in Serbia [Nish]</i></p> <p>5.4.1. <i>Institutional environment</i></p> <p>5.4.2. <i>Level of population awareness or importance of corporate social responsibility</i></p> <p>5.4.3. <i>Socially responsible company practice</i></p>						
<b>Chapter 6. CSR and Industry 4.0 - evidences from Spain [Murcia]</b>						
<p>6.1. <i>Unemployment caused by the new technologies – case study from Spain</i></p> <p>6.1. <i>Social and legal aspects of CSR (outsourcing, corruption, human rights, patents) - case study from Spain</i></p>	2	3	1	2	2	3
<b>Chapter 7. CSR and Industry 4.0 -</b>	4	6	2	2	4	6



THEMATIC AREAS OF TRAINING	Full-time mode of study		Part-time mode of study		Distance learning mode of study	
	L	S	L	S	L	S
<b>evidences from Germany [Munster]</b>						
<i>7.1. Emerging Information technologies coming with the Industry 4.0 (case study from Germany)</i>						
<i>7.1.1. CSR and Internet of Things</i>						
<i>7.1.2. CSR and Artificial Intelligence</i>						
<i>7.1.3. CSR and Cloud Computing</i>						
<i>7.1.4. CSR and Big data</i>						
<i>7.1.5. CSR and 3D printing</i>						
<i>7.1.6. CSR and Blockchain</i>						
<i>7.1.7. CSR and Robotics</i>						
<i>7.1.8. CSR and Virtual reality and augmented reality</i>						
<i>7.2. Emerging manufacturing technologies coming with the Industry 4.0 (case study from Germany):</i>						
<i>7.2.1. CSR and Robotics, unmanned systems, autonomous vehicles</i>						
<i>7.2.2. CSR and adding manufacturing</i>						
<b>Chapter 8. CSR and Industry 4.0 - evidences from Bulgaria [Sofia]</b>						
<i>8.1. CSR and social legitimacy (case study from Bulgaria)</i>	2	3	1	2	2	3
<i>8.2. CSR and employment of people of disabilities (case study from Bulgaria)</i>						
<b>Total:</b>	<b>28</b>	<b>42</b>	<b>14</b>	<b>21</b>	<b>28</b>	<b>42</b>



## V. TEACHING AIDS

Name of the teaching aid	Teaching aids by type of classes	
	Lectures	Seminar classes
1. Multimedia presentation systems	X	X
2. Internet	X	X
3. Specialized software products:		

## VI. RECOMMENDED STUDY MATERIALS AND REGULATIONS

### 6.1. Course study materials and resources

1. Zahariev, A. and others. (2021 under printing) CSR in Industry 4.0. Svishtov, Tsenov Academic Publishing Hous
2. Kottler, Philip; Lee, Nancy. (2005) Corporate Social Responsibility Doing the Most Good for Your Company and Your Cause. John Wiley & Sons, Inc.
3. Carroll, A.B. and Buchholtz, A.K. (2009). Business and Society: Ethics and Stakeholder Management, 7th edn. Mason, OH: South-Western Cengage Learning.

### 6.2. Complementary study materials and further reading

1. Ivanović-Djukić, M., Lepojević, V. (2015) Corporate Social Responsibility and Firm Efficiency in Serbia, Engineering Economics, 26(5), 551-559; <http://dx.doi.org/10.5755/j01.ee.26.5.8756>
2. Ivanović-Djukić, M., Simić, Ivana (2014) The analysis of socially responsible behavior of organizations towards employees in RS, Socially Responsible Business, Krakow Society for Education: AFM Publishing House, pp. 175-194, ISBN 978-83-7571-356-5.
3. Zahariev, A. (2021). Corporate Social Responsibility under Covid-19 circumstances: bulgarian business attitude. Economics and Organization Managment. Issue 43, vol. 3, ISSN 2307-2318, pp. 6-13

### 6.3. Legal documents

1. [https://ec.europa.eu/growth/industry/sustainability/corporate-social-responsibility-responsible-business-conduct\\_en](https://ec.europa.eu/growth/industry/sustainability/corporate-social-responsibility-responsible-business-conduct_en)

### 6.4. Internet resources

1. <https://csr-project.eu/>