



What Responsible Management
Competencies do
**BSc BUSINESS ADMINISTRATION
AND SOCIOLOGY**
Students Acquire?



This report was prepared by the CBS Office of Responsible Management Education and is part of our engagement in the UN-backed Principles for Responsible Management Education (PRME).

Photos: Bjarke MacCarthy, Jakob Boserup

INTRODUCTION

This report highlights the role that responsible management education plays in the BSc in Business Administration and Sociology (BSc Soc.) programme. Through the Curriculum Development project the CBS PRME office has sought to identify and explore which competencies related to responsible management are acquired by BSc Soc students during their time in the programme based on findings from student focus groups and from on-going interaction with faculty members. This report is based on updated information received from faculty and study boards over the course of 2018 and 2019. The purpose is to explicitly address how the Soc. competencies are integrated in

different courses and to encourage a coherent progression across the entire programme.

'Reflecting on how companies are embedded in society' has emerged as the key theme that reflects how management education is approached in the BSc Soc. programme. Embeddedness is a central construct of the BSc Soc. programme, and students specifically made aware of how the activities of companies are mediated by society through non-economic institutions.

COMPETENCY PROFILE

Discussions with members of the Study Board and faculty have identified the following competencies related to responsible management that are acquired by BSc Soc students. The competencies were identified in Fall 2016 and are still valid for the 2018/2019 academic year:

- **The ability to make responsible use of the knowledge acquired through both the theoretical canons and state-of-the-art research knowledge in the related disciplines, as well as the skills they need to keep themselves continuously informed by up-to-date knowledge.**
- **The ability to explicitly identify and analyse prospects and challenges for different kinds of organisations and to propose solutions that take into account a broad range of expectations and requirements from the surrounding society.**
- **The ability to recognize, analyse and estimate the consequences of different prospects for organisations, their members/employees and their surroundings.**

While all courses are naturally aimed at supporting the development of these competencies in BSc Soc. students, they are specifically addressed in the flagship courses *The Art and Practices of Business Accounting* (2nd semester) and *Business, Politics & Society* (3rd semester), and are further elaborated on in the following cornerstone courses: *Introduction to Economic Sociology* (1st semester); *Qualitative Methods, Theories of Contemporary Society* (3rd Semester) *Advanced Economic Sociology* (4th semester); and *Quantitative Methods* (6th semester). The combination of a robust foundation in business administration and microeconomics, along with sociological insights, is seen as essential for the responsible management education of Soc. students. This insight into the workings of organisations and their societal environment provides graduates with an understanding of the inherent responsibilities of operating within society.

Finally, we would like to express our gratitude to all those who contributed to this project. In particular, we would like to thank the former study director Sine Nørholm Just for all her help with the development of this report and for acting as the ambassador for the BSc Soc. programme. We would furthermore like to thank the new study board director Alfred Reckendrees.

SEMESTER REVIEW OF RESPONSIBLE MANAGEMENT AT BSc Soc.

FIRST SEMESTER

RESPONSIBILITY DAY is the first opportunity for BSc Soc. students to reflect on business practices through the lens of their study programme. During this day, education in responsible management is presented through a selected case which is then critically discussed by the students. Caroline Aggestam-Pontoppidan taught Soc students at Responsibility Day 2018.

Semester 1

Introduction to Organizational Sociology

Fundamentals of Social Theory

Introduction to Economic Sociology

Managerial Economics I

The course **INTRODUCTION TO ECONOMIC SOCIOLOGY** addresses the issue of the social impact of entrepreneurial activity and challenges that innovation may pose to society in terms of for example employment & unemployment, changing social relations, labor relation & collective agreements, it addresses the topic of market domination by cartels and oligopolies, and it asks whether society and politics would want to deal with these issues. Broader issues like shareholder value orientation and short term perspectives vs. stakeholder orientation and CSR in a managerial perspective are discussed particularly in relation to banks and financial institutions. The themes are covered in the case material of the course including the mid-term assignment and the final exam.

SECOND SEMESTER

The course **ART AND PRACTICES OF BUSINESS ACCOUNTING** addresses both economic and societal responsibility through critical accounting theory. This course helps students identify problematic accounting practices and provides them with opportunities to discuss when legitimate 'profit smoothing' actually becomes misleading or harmful to both businesses and society. Accounting practices are further addressed through papers such as Solomon's (1991) 'Accounting and Social Change: A Neutralist View' from the journal *Accounting, Organizations and Society*, with students being asked to challenge the classical view of accounting as a neutral and unbiased practice. The teaching suggests that accountants may favour presenting desirable accounting scenarios to clients rather than scenarios based on a less attractive reality. Together with *Business, Politics and Society*, this course is the flagship course for BSc Soc in terms of responsible management education.

Semester 2

The Art and Practices of Business Accounting

The Company from a Contextual Perspective

Introduction to Research Design &
Quantitative Methods

1st Year Project

THIRD SEMESTER

In **BUSINESS, POLITICS AND SOCIETY** students are presented with the activities of companies and examine the interplay between business, politics and society. This course teaches students about the outcomes of private and public collaborations. In particular it looks at who is perceived as being liable for damage claims (or similar) when previously public functions are outsourced to private parties. Along with *The Art and Practices of Business Accounting*, this course is the flagship course for the BSc Soc. programme in terms of responsible management education.

Semester 3

Managerial Economics II
Business, Politics & Society
Qualitative Methods
Theories of Contemporary Society I

QUALITATIVE METHODS teaches students the art and craft of qualitative methods. In so doing, continuous reflection is key: on how one asks and observes and how asking and observing shapes what one sees; on analytical strategies that help students see patterns, conflicts and challenges in organizations; and on the consequences of different approaches to knowledge and methods.

The course **THEORIES OF CONTEMPORARY SOCIETY** further reinforces students' understanding of the embedded nature of business in society. Students use critical thinking to analyse how preferences are built and behaviours are formed. The course challenges students to view preferences and behaviours as being neither value-neutral nor impact-free in terms of society as a whole.

FOURTH SEMESTER

ADVANCED ECONOMIC SOCIOLOGY focuses on market interactions and on how companies have an impact on society. For example, the course raises questions about how nature is valued, examines the accountability of the banking industry for the financial crisis, and addresses the relationship between economic institutions and inequality.

Semester 4

Advanced Economic Sociology
Philosophy of Science
Principles of Corporate Finance (NEW IN 2020)
Consumer Culture and Marketing (NEW IN 2020)

FIFTH SEMESTER

This semester is dedicated to an exchange, elective course or an internship within a company. A number of electives at CBS directly address issues of responsible management.

Semester 5

Elective Courses, Exchange or Internship

SIXTH SEMESTER

In **QUANTITATIVE METHODS**, students are invited to conduct an analysis of the ethics and methods of data collection by critically analysing reliability. This teaches students to avoid manipulating data and to behave responsibly when using quantitative research methods.

Semester 6

Theories of Contemporary Society II

Quantitative Methods

Bachelor Project

Semester Overview: BSc Soc

RESPONSIBILITY DAY	SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	SEMESTER 5	SEMESTER 6
2018  Caroline Aggestam- Pontoppidan	Introduction to Organizational Sociology  Erik Du Plessis (MPP)	The Art and Practices of Business Accounting (ADC)  Caroline Aggestam- Pontoppidan (ADC)	Theories of Contemporary Society I  Poul Fritz Kjær (MPP)	Advanced Economic Sociology  Eleni Tsingou (IOA) Lasse Folke Henriksen (IOA)	Elective Courses, Exchange or Internship	Theories of Contemporary Society II  Mitchell Dean (MPP)
2017 Edward Ashbee	Fundamentals of Social Theory  Poul Fritz Kjær (MPP)	The Company from a Contextual Perspective  Benedikte Brincker (MPP)	Business, Politics & Society  Benedikte Brincker (MPP)	Philosophy of Science  Liv Egholm (MPP)		Quantitative Methods II  Mogens Kamp Justesen (EGB)
2016 Sine Werholm-Just	Introduction to Economic Sociology  Alfred Reckendrees (MPP)	Research Design & Quantitative Methods I  Zoltan Fazekas (EGB)	Managerial Economics II  Christian Geisler Asmusen (SI)	Principles of Corporate Finance (NEW IN 2020)  Daniel Beunza (IOA)		Bachelor Project  Dimitra Makri Andersen (MPP)
2015 Alfred Reckendrees	Managerial Economics I  Eric Bentzen (OM)		Qualitative Methods  Ester Barinaga (MPP)	Consumer Culture and Marketing (NEW IN 2020)  Stefan Schwarzkopf (MPP)		

Flagship Course Corner Stone Course

Flagship courses act as anchors in the programme and play a central role in coordinating the generation of responsible management competencies. Corner stone courses act as binding blocks between the semesters and ensure a systematic progression of content and competencies related to responsible management.

CONTACTS AND RESOURCES

Below we have a list of the key people associated with BSc Soc., which you may find useful:

Soc. AMBASSADOR

Sine Nørholm Just has agreed to be the ambassador for the BSc Soc programme. Please feel free to contact her if you have any questions regarding responsible management education within the programme.



Sine Nørholm Just:

Tel: 3815 3561

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Soc. PROGRAMME MANAGER

Cariina Lindberg serves as the study secretary for the BSc Soc. Programme.



Cariina Lindberg:

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Soc. PROGRAMME DIRECTOR

Associate Professor Alfred Reckendrees serves as the study director for the BSc Soc programme.



Alfred Reckendrees

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PRME ACADEMIC DIRECTOR

Associate Professor Caroline Aggestam-Pontoppidan is the Academic Director of the CBS PRME office.



Caroline Aggestam-Pontoppidan

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PRME PROJECT MANAGER

Lavinia Iosif-Lazar is responsible for the Curriculum Development project. Please send any suggestions for amendments to her.



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