Ethics & Corporate Social Responsibility (CSR) in Energy
MANA 7347 - (Sec 24396) – Spring 2020

Section/Times:	MANA 7347 - (Sec 24396) 6-9 PM TH
Professor:	Chris Angelides, Energy Transition Program Director - Shell
Office Hours:	By appointment.
Cell Phone:	281 782 0301

I. Course Description

The Energy industry is diverse, complex and dynamic. It also has significant impact on communities and many segments of the world economy and politics. Students of various disciplines with interest in the Energy industry should develop a good understanding of the Value Chain, but also how profitability is achieved (or not) in the various parts of the industry. Consider Energy needs today and in the future and focus on Energy Transition, Climate Change and the links to Corporate Social responsibility (CSR). An historical perspective of CSR will be presented. Real world examples will be used to illustrate additional factors that impact the profitability but do not lend themselves to be readily modeled. The question of whether a proactive approach to CSR can be used to enhance profitability will be studied. CSR in industries beyond Energy will also be studied. Experts in their respective fields will join the class as guest speakers and share their experiences in managing some of the tougher challenges in the industry.

We encourage students to research other examples either in the literature or at their place of employment.

II. Course Objectives

The purpose of the course is to provide students a basic understanding of the various aspects of Corporate Social Responsibility (CSR), Social Performance, and Shared Value, studying these concepts in the broader Energy industry and beyond.

By successfully completing this course, students will understand and be able to articulate the key elements of energy supply and demand, consider the mix of hydrocarbons and renewables, and understand the lifecycle opportunity in the extractive industry through the lens of CSR and Shared Value. Students will also gain an understanding of what Sustainable Development means in the Energy Industry today and possible strategies to create both business and social value.

The course will also:
- Evaluate if CSR can be used to gain competitive advantage in the market place and at the same time foster Sustainable Development benefiting communities.
- Look at different proactive and reactive approaches to stakeholder engagement.
- Ask students to consider different viewpoints and represent their side in class sessions and possibly in mock panels.
- Consider the impact of the downturn in the energy industry and budget constraints, on CSR and Ethics.
- Discuss Business Ethics, Energy and Environmental stewardship in the context of Climate Change
- Study CSR in International Oil Companies (IOC) vs National Oil Companies (NOC) and dilemmas of joint ventures
- Study Integrated management of Non-Technical Risks (NTR)

The course will review real world case studies and utilize guest speakers.

III. Course Textbook and Other Requirements

No textbook purchase required. We will provide a list of suggested books, articles and films. Pdfs will be available through Blackboard. We will also use, through Open Textbook Library: Jimenez, Guillermo, and Elizabeth Pulos (2016). Good corporation, bad corporation: Corporate social responsibility in the global economy. Open SUNY Textbooks.

Projects:
If the class size allows, the students will work in teams, on a project involving stakeholder engagement and integrated planning. This will involve research of literature including those published by the Government and Corporations. The teams will submit their reports and plans. The team's grade for the project will be determined by the strength of the team's deliverables, their recommendations, and the in-class presentation.

Students will also be asked to write two papers on relevant topics.

IV. Grading

Each student's final numerical score for the course is based on the following items and weights:

Grading breakdown

	Weight	Remarks
1. Paper#1+Paper#2+Group/Class Project	30% + 30% + 10%	Project depends on class size
2. Class Participation/Attendance & Quizzes	30%	Extra credit work possible for missed lectures (max 3)

We do not curve grades in advanced courses. We will use the guidelines as suggested by the University for grading.

V. Accommodations for Students with Disabilities

Our objective is to help all students achieve their highest potential in the Bauer College of Business. If you need to receive accommodation in the classroom, on exams or with assignments, please make arrangements with your instructor prior to the exam or assignment. You can also contact the Justin Dart Center for Students with Disabilities (713-743-5400) in order to obtain assistance. Services provided by the Center for Students with Disabilities include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, handicapped parking, as well as many other needs.

VI. Academic Integrity

All students are expected to be familiar with the University of Houston Academic Honesty policy that is published in the graduate catalog. In particular, the following four principles apply to this class:

- All homework assignments and exams should reflect *your own effort only* (except as noted above for homework assignments where work with other students is documented). Discussion with others from another section about graded submissions is a violation of the Academic Honesty Policy.

- **Passing case notes and class handouts to students who have yet to take the course, who attend a different section, or receiving material from those who took the class in the past, is *strictly* prohibited.**

- Plagiarizing (the misrepresentation of work done by others as being one's own work) is a violation of the Academic Honesty Policy. Remember to cite all sources of information and ideas to prevent problems.

- You may *not* submit the same work (or substantially similar work) to meet the requirements of more than one course without the written consent of all instructors concerned.

Plagiarism is defined as "representing as one's own work the work of another without appropriately acknowledging the source."

> Fundamentally, plagiarism is a deceit, an act of intellectual dishonesty that consists of passing off another's words as one's own. Plagiarism may take the form of repeating another's sentences as your own, paraphrasing someone else's argument as your own or even presenting someone else's line of thinking in the development of a thesis as though it were your own. In short, to plagiarize is to give the impression that you have written or thought something that you have in fact borrowed from another. Although a writer may use other persons' words and thoughts, they must be acknowledged as such.[1]

Please make certain that your work clearly acknowledges that of others. Plagiarism is a serious violation of academic honesty and may result in a failing grade and possibly more severe action. The university does not institutionalize plagiarism by acknowledging, excusing or condoning ignorance under the rubric of "unintentional plagiarism." If you are unsure how to recognize and avoid plagiarism, please take the time to review the plagiarism tutorial at: TBA.

VII. **Blackboard/Tentative Class Schedule** We will be using Blackboard to provide additional course-related materials, forums for outside class discussions, study guides, grade posting, etc. In addition, ***we ask that you use Blackboard email rather than university email for all class-related business***.

Corporate Social Responsibility – Spring 2020

An outline of the syllabus is presented below. Material presented may be shifted across dates.

Lecture		Topic	Details
Lecture#1		Introduction to Corporate Social Responsibility (CSR)	• Historical perspective – how CSR evolved over the last decades • How is it developed & managed, and influences current thinking? • How is it practiced at IOCs, NOCs and broader Energy industry? • CSR in other extractive and non-extractive industries
Lecture#2		Energy needs today & in the future	• Hydrocarbons vs Renewables (efficiency, impact, sustainability) • Energy Transition; Climate Change; and the links to CSR
Lecture#3		Energy and the environment	• Regulatory framework and energy reforms across the globe • Impact Assessments (environmental, safety, health) • Green House Gases (including Methane) • Reporting standards: UN SDGs, TCFD, IPIECA **QUIZ** on reading material
Lecture#4		Lifecycle of opportunity dev. in extractive industry (CSR lens)	• Exploration/Development/Production • Decommissioning • Responsible abandonment **Guest Speaker #1: TBD**
Lecture#5		Stakeholder / community engagement	• Local content • Indigenous communities • Access to land, infrastructure and resources Case studies
Lecture#6		Energy & politics - Government & CSR Ethics & Compliance	• Politics and impact on energy transition & sustainability; Governments and CSR (example: NOCs) • Business ethics; Conflicts of interest
Lecture#7		**Case studies & Project Description**	• Pre-read and class discussion of case studies • **Explanation of project (depending on # of students enrolled)**
Lecture#8		Creating competitive advantage through CSR – Value Creation	• Create business and social value through CSR • Building competitive advantage - Influencing partnerships • CSR of the future: Shared Value • Communicating CSR – Risk of Greenwashing **Paper #1 – due**
Lecture#9		**Case studies & Project Update**	• Pre-read and class discussion • Update from teams (depending on # of students enrolled)
Lecture#10		Non-Technical Risk (NTR) in industry	• Risk Management basics • Typical NTRs • Integrated approach to managing risks and developing opportunities
Letcure#11		Sustainable Development	• Sustainable Sourcing • Supply Chain & CSR
Lecture#12		Guest Speaker	**Guest Speaker #2: TBD** **QUIZ** on reading material
Lecture#13		Diversity & Inclusion Environmental Ethics	• D&I as a source of value creation • Business and Environmental Ethics • Other topics presented by students
Lecture#14		Project or Class Exercise	• **In class project or presentations (depending on # of students)** • **OR** Stakeholder ID & Risk/Opportunity exercise **Paper #2 – due** **(Lecture make up if needed)**
Finals Week			No Final Exam if both Papers and Project are completed