

NEW MBA COURSE IN FALL 2016

GENB 7397: Monday 6-9, Chris Angelides
Corporate Social Responsibility (CSR) in the Energy Industry

Course Objectives:

This course will explore Corporate Social Responsibility (CSR) and Social Performance in the Energy Industry, primarily studying these concepts in Oil & Gas across the upstream, midstream and downstream sectors. CSR has been interpreted in different ways over the last forty years, but it generally is a phrase used to discuss “non-economic” responsibilities outside of legal or regulatory requirements. These have included community relations, self-regulation of environmental issues beyond existing laws, contributions to economic development in less developed nations, philanthropic activities, and numerous other initiatives. Over time, CSR has become a common part of the management of major energy companies.

Course Content:

Students will have a chance to review energy supply and demand, understand the lifecycle opportunity in the extractive industry and also consider the mix of hydrocarbons and renewables, through the lens of CSR.

We will look at what Sustainable Development means in the Energy Industry today and consider strategies to create business and social value. We will evaluate if CSR can be used to gain competitive advantage in the market place.

The course will also look at different proactive and reactive approaches to stakeholder engagement. Students will be asked to consider different viewpoints and have the opportunity to represent their side in mock panel sessions in class and possibly other forums across the University.

Additional areas that will be studied include:

- **Impact of the downturn and budget constraints on CSR**
- **Energy and the Environment and good Environmental stewardship**
- **CSR in International Oil Companies (IOC) vs. National Oil Companies (NOC)**
- **Integrated management of Non-Technical Risks in Oil & Gas**

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