



Module	Corporate Responsibility, Quality Management and Traceability
Code	MSLS_AF-13
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 75 h; Exercises 5 h; Self-study 70 h
Module Coordinator	<p>Name Dr. Evelyn Markoni</p> <p>Phone +41 31 910 22 37</p> <p>Email Evelyn.markoni@bfh.ch</p> <p>Address Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Länggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Dr. Urs Egger • Dr. Evelyn Markoni • Dr. Théo Kuypers • Martina Graf • Guest lecturers: Sustainability Specialists and Managers, Sustainable Startups
Entry Requirements	Previous completion of modules T1, AF-12 recommended
Learning Outcomes and Competences	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> • reflect upon the importance of Corporate Responsibility (CR) and recommend tools and methods to promote and control CR in the fields of agronomy, food and forestry; • reflect upon the role of corporations in contributing to a sustainable development and to understand the relationship between business and society; • understand the concept of Sustainable Entrepreneurship and Innovation; • implement Quality Management (QM) models and systems in agriculture, food and forest industries and assure traceability and quality; • recommend different certification and labeling tools adapted to specific contexts.
Module Content	<p>Starting with a short introduction into value chains and its relation to the module, the key contents of the module are based on:</p> <ul style="list-style-type: none"> • the principles of Corporate Responsibility (CR) in a changing environment; • the relationship between CR and Business Ethics, Corporate Citizenship, Corporate Governance and Sustainable Management; • Sustainable Entrepreneurship and Innovation; • Stakeholder versus shareholder theory; • Sustainability reports of Agricultural, Food and Forestry companies; • Quality Management Systems, norms and quality standards; • methods and techniques of quality control and traceability; • controlling and monitoring tools in CR and QM. <p>This requires having a closer look at relevant legislation, labels, standards, initiatives and certifications as well as their management by companies:</p> <ul style="list-style-type: none"> • organic and fair trade labels and environmental and social standards (e.g. ISO 14'000, AA1000, SA8000, ISO 26'000); • business and policy initiatives (e.g. BSCI, Global Compact); • Global Reporting Initiative (GRI) standards for sustainability reports; • quality standards in agriculture, food and forestry (e.g. EurepGAP / SwissGAP).

	<p>In this context, students will get an overview of the involved interest groups and organizations (e.g. certification bodies, customer companies, Non-Governmental Organizations etc.).</p> <p>The theoretical input of the module will be applied on a comparative case study on CR and QM along different value chains in the fields of agronomy, food and forestry. Students systematically analyse cases comparing companies within the same industry and present their results.</p>
Teaching / Learning Methods	<ul style="list-style-type: none"> • Inputs by lecturers and guest lecturers • Exercises and case studies • Use of media to motivate discussions • Group work and self-study • Presentations by students
Assessment of Learning Outcome	<ol style="list-style-type: none"> 1) Presentation of a comparative case study (written report, oral presentation, leading of a discussion) (40%) 2) Written exam (60%)
Bibliography	<p>Crane A, et al. (Eds.), 2013. Corporate Social Responsibility: Readings and Cases in a Global Context (2nd edition). Routledge, London. 616 p.</p> <p>Juran JM, De Feo JA, 2010. Juran's Quality Handbook: The Complete Guide to Performance Excellence (6th edition). McGraw-Hill Professional, 1136 p.</p> <p>Nussbaum R, Markku S, 2005. The forest Certification Handbook (2nd edition). The Earthscan Forestry Library, 320 p.</p> <p>Van Nederpelt PWM, 2012. Object-oriented Quality and Risk Management (OQRM). A practical and generic method to manage quality and risk (2nd edition). MicroData BV, Alphen aan den Rijn, The Netherlands, 100 p.</p> <p>Visser W, 2011. The Age of Responsibility: CSR 2.0 and the New DNA of Business. Wiley. London. 408 p.</p>
Language	English
Comments	<p>All necessary reading materials (copies or PDF) will be handed out during the course and be made available on Moodle.</p> <p>For details on compulsory sequences, please refer to the detailed schedule of the module, which will be uploaded on Moodle 4 weeks before the start of the module.</p>
Last Update	10.03.2016 / Evelyn Markoni