Master in Life Sciences

A cooperation between
BFH, FHNW, HES-SO, ZFH

Module Title	**Corporate Social Responsibility, Quality Management and Traceability**
Module Code	MCLs035
Module	AF-13
Degree Programme	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 65 h; Self-study 85 h
Module Coordinator	**Name** Dr Evelyn Markoni **Phone** +41 31 910 22 37 **Email** evelyn.markoni@bfh.ch **Address** Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Länggasse 85, 3052 Zollikofen
Lecturers	• Dr Franziska Götze • Dr Deane Harder • Dr Evelyn Markoni • Guest lecturers: sustainability specialists and corporate social responsibility managers, sustainable startups
Entry Requirements	None
Learning Outcomes and Competencies	After completing the module, students will be able to: • reflect upon the importance of corporate social responsibility (CSR) for local, national and global value chains and recommend tools and methods to promote and control CSR in the fields of agriculture, food and forestry; • reflect upon the role of corporations in contributing to sustainable development and understand the relationship between business and society (business ethics); • understand the concept of sustainable entrepreneurship and innovation; • manage and improve existing production and management processes and design new ones; • integrate and apply aspects of CSR in supply chains and processes; • implement quality management (QM) models and systems in agricultural, food and forest industries and ensure traceability and quality; • recommend different certification and labelling tools adapted to specific contexts.
Module Content	The key contents of the module are based on: • societal transformation (e.g. caused by new technologies, changes in a political system) and subsequent challenges for the principles of CSR; • the responsibility of businesses to help achieve the Sustainable Development Goals (SDGs), e.g. SDG12 "Ensure sustainable consumption and production patterns" the relationship between CSR and business ethics, corporate citizenship, corporate governance and sustainability management; • sustainable entrepreneurship and innovation; • sustainability reporting in the fields of agriculture, food and forestry; • quality management systems, norms and quality standards; • methods and techniques of quality control and traceability; • controlling and monitoring tools in CSR and QM. This requires having a closer look at relevant legislation, labels, standards, initiatives and certifications as well as their management by companies:

<table>
<tr><td></td><td>
- organic and Fairtrade labels and environmental and social standards (e.g. ISO 14000, AA1000, SA8000, ISO 26000);
- business and policy initiatives (e.g. BSCI, Global Compact);
- standards and regulations for sustainability reporting e.g. GRI, IR, OR 964a, VSoTr, TCFD, CSRD, CSDDD, SDGs
- quality standards in agriculture, food and forestry (e.g. GLOBALG.A.P. / SwissGAP).

In this context, students will gain an overview of the involved interest groups and organisations and their different stakes (e.g. certification bodies, customer companies, non-governmental organizations (NGOs) etc.).

The theoretical content of the module will be applied to a comparative case study on CSR and QM along different value chains in the fields of agriculture, food and forestry. Students will systematically analyse cases comparing companies within the same industry and present their results.
</td></tr>
</table>

Teaching and Learning Methods	- Inputs by lecturers and guest lecturers (sustainability managers, NGO representatives or founders of sustainable start-up companies) "Sustainability Walk" in Bern - Exercises and case studies - Innovative methods, e.g. design thinking, for developing new ideas on how e.g. environmental issues could be addressed by companies - Use of media to motivate discussion - Group work and self-study - Presentations by students
Assessment of Learning Outcomes	1) Presentation of a comparative case study (written report and oral presentation, 24% of these 70% are graded as group work) (70%) 2) Written exam (open book) (30%)
Bibliography	Blowfield M, Murray A, 2019. Corporate social responsibility. Oxford University Press, Oxford. 432 p. Cabrera J et al., 2020. Improving Quality by Implementing Lean Manufacturing, Spc, and Haccp in the Food Industry: A Case Study. South African Journal of Industrial Engineering. 31 (4). pp. 194–207. Dathe T et al., 2022. Corporate social responsibility (CSR), sustainability and environmental social governance (ESG): approaches to ethical management. Springer, Cham. 213 p. Hammoudi A et al., 2009. Food safety standards and agri-food supply chains: an introductory overview. European Review of Agricultural Economics Vol 36 (4). pp. 469–478. Yen H S et al., 2019. Triple Bottom Line Model and Food Safety in Organic Food and Conventional Food in Affecting Perceived Value and Purchase Intentions. British Food Journal. 121 (2). pp. 333–46. Visser, W, Courtice, P, 2020. Sustainability Leadership: Linking Theory and Practice. IUP Publications, Hyderabad. pp. 26–39. Further book chapters and papers will be published on moodle.
Language	English
Comments	All necessary reading materials will be made available on Moodle. The following sequences are compulsory for students: guest lectures and exercises. For details on compulsory sequences, please refer to the detailed schedule of the module, which will be uploaded on Moodle four weeks before the start of the module.
Last Update	20.12.2024 / Evelyn Markoni