

ΠΑΝΤΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΤΜΗΜΑ ΟΙΚΟΝΟΜΙΚΗΣ & ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΑΝΑΠΤΥΞΗΣ

ΠΡΟΓΡΑΜΜΑ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΣΠΟΥΔΩΝ  
για την απόκτηση ΜΔΕ με τίτλο  
«Εφαρμοσμένων Οικονομικών & Περιφερειακής Ανάπτυξης»  
Κατεύθυνση: Εφαρμοσμένων Οικονομικών & Διοίκησης

Μάθημα: **ΕΤΑΙΡΙΚΗ και ΚΟΙΝΩΝΙΚΗ  
ΥΠΕΥΘΥΝΟΤΗΤΑ των ΕΠΙΧΕΙΡΗΣΕΩΝ**

Αναστασία ΨΕΙΡΙΔΟΥ | Επικ. Καθηγήτρια ΤΟΠΑ

Ακαδ. έτος: **2018-9**

Αθήνα, Φεβρουάριος 2019

## ΠΕΡΙΓΡΑΦΗ ΜΑΘΗΜΑΤΟΣ

### A. ΑΝΑΓΝΩΡΙΣΗ - ΤΑΥΤΟΤΗΤΑ ΜΑΘΗΜΑΤΟΣ

ΤΙΤΛΟΣ: Εταιρική και Κοινωνική Υπευθυνότητα Επιχειρήσεων | Corporate & Social Responsibility of Companies

ΤΥΠΟΣ ΜΑΘΗΜΑΤΟΣ: ΘΕΩΡΗΤΙΚΟ  ΕΡΓΑΣΤΗΡΙΑΚΟ  ΜΙΚΤΟ

ΕΙΔΟΣ ΜΑΘΗΜΑΤΟΣ: ΥΠΟΧΡΕΩΤΙΚΟ  ΕΠΙΛΟΓΗΣ ΥΠΟΧΡΕΩΤΙΚΟ

ΤΥΠΙΚΟ ΕΞΑΜΗΝΟ ΔΙΔΑΣΚΑΛΙΑΣ: Α  Β

ΩΡΕΣ ΕΒΔΟΜΑΔΙΑΙΑΣ ΔΙΔΑΣΚΑΛΙΑΣ: ΘΕΩΡΙΑ : 2 ΕΡΓΑΣΤΗΡΙΟ : 2

ΔΙΔΑΚΤΙΚΕΣ ΜΟΝΑΔΕΣ (ECTS): 7,5 (επτά και μισό)

### B. ΣΚΟΠΟΣ ΤΟΥ ΜΑΘΗΜΑΤΟΣ

Το μάθημα στοχεύει στην εξοικείωση των φοιτητών με θέματα εταιρικής υπευθυνότητας, “πράσινης” επιχειρηματικότητας, και “ηθικής” καινοτομίας. Προσφέρει στους φοιτητές την γνώση για να απαντήσουν στο ακόλουθο ερώτημα: «Πού πρέπει να εστιάσω ως παραγωγός, για να μειώσω, με τρόπο επικερδή για την επιχείρηση, την επίπτωση της επιχείρησής μου στο περιβάλλον;». Σχετιζόμενα ερωτήματα που θα μπορούν να απαντήσουν είναι: «Πώς θα αυξήσω τη ζήτηση για προϊόντα με μικρότερο περιβαλλοντικό αποτύπωμα;» και «Πώς μπορώ να μειώσω το αποτύπωμά μου σε προσωπικό επίπεδο;».

Το μάθημα εισάγει τους σπουδαστές στην έννοια της **στενότητας των πόρων** που η παγκόσμια οικονομία έχει στη διάθεσή της για να καλύψει τις αυξανόμενες ανάγκες του αυξανόμενου **πληθυσμού** και μετά στη διαδικασία αποτίμησης της επίπτωσης του τρέχοντος συστήματος παραγωγής και κατανάλωσης στο περιβάλλον και τις μελλοντικές παραγωγικές δυνατότητες της παγκόσμιας οικονομίας. Στο πλαίσιο αυτό, αναδεικνύεται ο ρόλος που διαδραματίζει η παραγωγή τροφίμων στην συνολική επίπτωση. Στο τέλος του διδακτικού εξαμήνου οι σπουδαστές θα είναι σε θέση να σχεδιάσουν ή ανασχεδιάσουν προϊόντα και διαδικασίες παραγωγής έτσι ώστε να έχουν τη μικρότερη δυνατή περιβαλλοντική επίπτωση, και παράλληλα αυτό να γίνει με τρόπο επικερδή προς την επιχείρηση.

### Γ. ΣΤΟΧΟΙ ΤΟΥ ΜΑΘΗΜΑΤΟΣ

Όταν ολοκληρώσει τη μελέτη του μαθήματος, ο φοιτητής θα είναι σε θέση να:

- Εντοπίζει θέματα που αποτελούν εκδηλώσεις της στενότητας των πόρων.
- Αναλύσει την επίπτωση της τρέχουσας ευημερίας και ανάπτυξης στις μελλοντικές δυνατότητες ευημερίας και ανάπτυξης.
- Αναλύει τεκμηριωμένα τις οικονομικές δραστηριότητες, τις ομάδες καταναλωτικών προϊόντων, και τις πρώτες ύλες που έχουν τον σημαντικότερο αντίκτυπο στο περιβάλλον και στη διαθεσιμότητα πόρων.
- Περιγράφει καινοτομικές επιχειρηματικές ιδέες για τη μείωση των αρνητικών επιπτώσεων στο περιβάλλον και στη διαθεσιμότητα πόρων, μέσω (1) ανασχεδιασμού του υφιστάμενων προϊόντων ή/και υφιστάμενου τρόπου παραγωγής (2) σχεδιασμού νέων προϊόντων ή διαδικασιών παραγωγής.

## Δ. ΠΕΡΙΕΧΟΜΕΝΟ ΤΟΥ ΜΑΘΗΜΑΤΟΣ ΚΑΤΑ ΕΒΔΟΜΑΔΑ

### Week 1

#### Topics that will be discussed

- (a) Economic welfare: Measurement and meaning. GDP, HDI, Happy Planet Index (NEF), etc.
- (b) Corporate responsibility vs Individual responsibility. The social dimension of business.
- (c) The Greek Investment Law (Y. Kostopoulos)

#### Invited speakers

- (c) Yiannis **Kostopoulos**, Ministry of Finance, PhD candidate (in person)

### Week 2

#### Topics that will be discussed

- (a) Resource scarcity and economic welfare.
- (b) Sustainable welfare, “good life”, welfare without growth. (Prof. Theodore **Lianos**)
- (c) Overconsumption and overpopulation.

#### Invited speakers

Theodore **Lianos** | Professor of Political Economy, Athens University of Economics and Business (1977-today) (in person)

### Week 3

#### Topics that will be discussed

- (a) Measuring human impact on the environment.
- (b) Using economics to explain the effect of consumer choices.
- (c) The interconnectedness between production, consumption, public health, environment, sustainability, and welfare.

#### Documentaries

\*Cowspiracy: The Sustainability Secret [documentary] (2014) <http://www.cowspiracy.com/>. Will be shown in class.

## Week 4

### Topics that will be discussed

- (a) The Earth eco-system. The Oceans. Land, water, and air. In what ways do humans impact on them?
- (b) Energy sources and energy uses.

## Week 5

### Topics that will be discussed

Products, production processes, materials. Impact on resource availability, the environment, public health, sustainable welfare:

- (i) Final consumption. Groups of products with the largest impact.
- (ii) Production. Sectors creating the largest impact.
- (iii) Materials. Inputs to production processes with the largest impact.

## Week 6

### Topics that will be discussed

- (a) Human health: Diseases of poverty and Diseases of affluence.
- (b) Plant-based nutrition: The weight of scientific evidence.
- (c) Nutrition Guidelines. Their relevance to health.

### Invited speakers

(b and c) Prof T Colin **Campbell**, T Colin Campbell Center of Nutrition Studies (interviewed by AP, inside playlist "[Health](#)")

## Week 7

### Topics that will be discussed

- (a) The politics of nutrition. How the food industry influences nutrition and health. Prof. Marion **Nestle**.
- (b) Whole-food plant-based nutrition in medical practice and everyday life.
- (c) The dynamic evolution of companies, the role of clustering, and Penrose's theory of the growth of the firm. Insights for a new ethical entrepreneurship.

## Week 8

### Topics that will be discussed

- (a) Effects of diet-related diseases on household and public finances.
- (b) Cardiovascular diseases: No. 1 cause of death in developed countries.

- (c) Designing an optimal diet.
- (d) Freedom of choice and informed decisions.

### Invited speakers

(b/c) Kostis **Tsarpalis** MD PhD, Cardiologist

## Week 9

### Topics that will be discussed

- (a) Ethics: The use of non-humans for human purposes (Prof. Gary **Francione**).
- (b) Putting ethics into practice: Transforming demand: “The consumer as the primary source of change”.
- (c) Putting ethics into practice: Transforming supply: “Relevant certifications: Foods, cosmetics, household cleaning, materials.”

### Invited speakers

(a) Prof. Gary **Francione**, Rutgers University. Recorded discussion prepared specifically for our class. Not available online. Only shown in class.

## Week 10

### Topics that will be discussed

- (a) Incorporating (animal) ethics within one’s profession. Challenges and rewards.
- (b) The Greek experience. Building the new (ethical) competitiveness.
- (c) Small firms clustering for success.

### Invited speakers

(a) Michael Klaper MD (videotaped discussion with AP).

## Week 11

### Topics that will be discussed

- (a) Conclusions and Discussion: Ideas for action, ideas for the future.
- (b) Real-life examples: Companies/organizations achieving or facilitating impact minimization, e.g. Just (Hampton Creek), Beyond Meat, VioLife (GR), WFPB catering companies, etc.
- (c) Professional bodies: Plant Based Foods Association, PCRM, TCC Center for Nutrition Studies,
- (d) Individuals who changed their line of business ([Howard Lyman](#), Rowdy Girl Sanctuary, [Peaceable Kingdom](#), Elmhurst Dairy, etc.).

### Invited speakers

Renée King-Sonnen (Rowdy Girl Sanctuary). Video discussion prepared specifically for the course.

More invited speakers to be announced soon.

## Week 12

### Topics that will be discussed

Summing up: The new entrepreneurship.

- (a) “Responsible entrepreneurship: Environment, Ethics, Sustainability”.
- (b) Ideas for action.
- (c) Certifications. Veganism as a leading benchmark.

## Week 13

### Topics that will be discussed

Presentation of essays on the theme «Proposals for (re)engineering of products (change of processes, raw materials, product/services, targeted market) so that negative impact on the environment and public health is minimized”.

## V. Prerequisites

Principles of microeconomics

Principles of macroeconomics

Descriptive statistics

Inferential statistics

Introduction to econometrics

## VI. Guest lecturers

T Colin **Campbell** | Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry, Cornell University

Gary **Francione** | Distinguished Professor of Law and Nicholas deB. Katzenbach Scholar of Law & Philosophy at Rutgers School of Law–Newark

Michael **Klaper** | Medical doctor, True North Health Center, California

Renée **King-Sonnen** | Rowdy Girl Sanctuary (NGO)

Yiannis **Kostopoulos** | PhD candidate (working under the supervision of A. Pseiridis on the sustainability of subsidies via the Greek Investment Law). Ministry of Finance, Department of Investment Law.

Theodore **Lianos** | Professor of Political Economy, Athens University of Economics and Business (1977-today)

Bruce **Monger** | Senior Lecturer, [Earth and Atmospheric Sciences \(EAS\)](#), [College of Agriculture and Life Sciences \(CALS\)](#)

## VII. ΔΙΑΔΙΚΑΣΙΑ ΑΞΙΟΛΟΓΗΣΗΣ

Οι φοιτητές αξιολογούνται ως εξής:

- 50% συμμετοχή **υψηλής προστιθέμενης αξίας** στην τάξη (δηλ. βαθμός προετοιμασίας φοιτητή, ποιότητα κριτικών σχολίων, κ.λπ.)
- 50% γραπτή εργασία τέλους και εβδομαδιαίες γραπτές εργασίες.

## VIII. Bibliography

Note: Entries with highlight are available in the old eclass platform.

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## **COURSE INFO**

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