



040191 SE Global Corporate Citizenship and Sustainability (MA) | 2026 SS

Chair of International Business: <https://international-business.univie.ac.at/>

Information about the course:

Course Details

4.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | max. 24 participants | Language: English

Course# 040191 | Start: Thursday, March 5th 2026, 15:00

Course Instructor: Dr. Aved Raha

Contact: aveed.raha@univie.ac.at

Office hours for students: by appointment only

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Objectives & Content

The course aims to familiarize students with corporate sustainability and citizenship and analyze the key drivers and challenges influencing MNEs' adoption of sustainable business practices and performance. To this end, the course explores the role of multinational enterprises (MNEs) in fostering sustainable development and global citizenship within contemporary global business practices and challenges. Students will learn about the growing responsibilities of international firms towards society and the environment, considering the interconnectedness of ethical, environmental, social, and governance challenges on a global scale.

Through case studies, discussions, and interactive learning activities, students will analyze the nonmarket strategies and practices adopted by MNEs to address sustainability issues and contribute to positive social and environmental impact worldwide. Emphasis will be placed on understanding the complexities of corporate citizenship, stakeholder engagement, ethical decision-making, and integrating sustainability principles into core business operations across various industries and geographical contexts. The course adopts a learning method based on lectures, active student interaction, case study analysis, guest speakers, and assignments.

By the end of this course, students will be able to:

- Critically analyze the key drivers, frameworks, and challenges shaping multinational enterprises' (MNEs) adoption of sustainable and responsible business practices.
- Evaluate how MNEs integrate ethical, environmental, social, and governance considerations into their global strategies and nonmarket activities.
- Apply conceptual and analytical tools to assess the role of MNEs in advancing sustainable development and corporate citizenship across diverse institutional contexts.

Course Policies

The course has “prüfungsimmanenten Charakter”. Attendance is compulsory throughout the semester. More than 25% of absence will automatically result in a “fail” grade.

AI Policy:

The use of AI tools (e.g. ChatGPT) for the production of texts is prohibited and only permitted if they are expressly requested by the course leader (e.g., for individual work tasks). Specifically, it is prohibited to use AI tools for:

- Generating substantive assignments and thesis content,
- Replacing independent thinking, analysis, or critical judgment,
- Presenting content as one’s own original work.

Both the course and the assessments will be in English. During the course active participation is required during all lessons.

Students wishing to take this course must register via [u:find/u:space](#) (with points) during the registration period. The maximum number of participants is 24.

Registered students who, for whatever reason, are not able to take the course must de-register electronically by the 19th March 2026. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on 5th March 2026. As failure to do so will result in their exclusion from the course.

Course Structure

Lectures take place on Thursdays from 3.00 pm till 4.30 pm – **except** 7th, 21st, 28th May from 3:00 pm – 6:15 pm and 18th June from 01:15 pm – 6.15 pm. Details of the course syllabus will be discussed in the first session.

Assessment

The evaluation is structured as follows:

- Active class participation (10%)
- Mid-term quiz (20%)
- Group project (30%)
- Final written exam (40%)

The exam will include all the discussed topics during lectures.

A minimum of 50 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

- 88% - 100% | 1
- 75% - 87% | 2
- 63% - 74% | 3
- 50% - 62% | 4

Dates & Content

Session	Date/Time	Room
1	05 March 2026 (3.00 pm – 4.30 pm)	SR 5
2	19 March 2026 (3.00 pm – 4.30 pm)	SR 5
3	26 March 2026 (3.00 pm – 4.30 pm)	SR 5
4	16 April 2026 (3.00 pm – 4.30 pm)	SR 5
5	23 April 2026 (3.00 pm – 4:30 pm)	SR 5
6	30 April 2026 (3.00 pm – 4.30 pm)	SR 5
7-8	07 May 2026 (3.00 pm – 6:15 pm)	SR 5
9	21 May 2026 (3.00 pm – 6:15 pm)	SR 5
10-11	28 May 2026 (3.00 pm – 6.15 pm)	SR 5
12	04 June 2026 (3.00 pm – 4.30 pm)	SR 5
13-14	18 June 2026 (1:15 pm – 6:15 pm)	SR 5
15	25 June 2026 (3.00 pm – 4.30 pm)	SR 5

Registration/De-Registration

<https://ufind.univie.ac.at/>

Literature

- Rasche, A., Morsing, M., Moon, J., & Kourula, A. (Eds.). (2023). Corporate Sustainability: Managing Responsible Business in a Globalised World. Cambridge University Press.
- Carroll, A. B., Brown, J., & Buchholtz, A. K. (2017). Business & society: Ethics, sustainability & stakeholder management. Cengage Learning; 10th Edition.
- Selected academic articles such as:
 - Bridoux, F., & Stoelhorst, J. W. (2022). Stakeholder governance: Solving the collective action problems in joint value creation. *Academy of Management Review*, 47(2), 214-236.

- Ciulli, F., & Kolk, A. (2023). International Business, digital technologies and sustainable development: Connecting the dots. *Journal of World Business*, 58(4), 101445.
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. (2016). Understanding and tackling societal grand challenges through management research. *Academy of Management Journal*, 59(6), 1880-1895.
- Kolk, A. (2016). The social responsibility of international business: From ethics and the environment to CSR and sustainable development. *Journal of World Business*, 51(1), 23-34.
- Saka-Helmhout, A., Álamos-Concha, P., Polo-Barceló, C., Edwards, T., & Murray, G. (2024). Corporate social innovation by multinationals: A framework for future research. *International Business Review*, 102273.
- Wood, G., Pereira, V., Temouri, Y., & Wilkinson, A. (2021). Exploring and investigating sustainable international business practices by MNEs in emerging markets. *International Business Review*, 30(5), 101899.