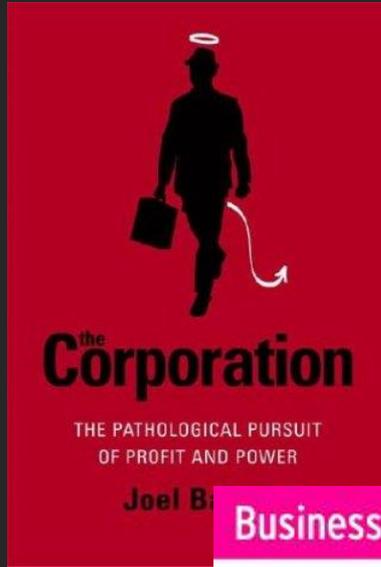


# Development, Business & Corporate Social (ir)Responsibility



Business in the Community



# MODULE CONVENOR/LECTURER



**Dr Dinah Rajak**

**Email: [d.r.rajak@sussex.ac.uk](mailto:d.r.rajak@sussex.ac.uk)**

**<https://profiles.sussex.ac.uk/p116302-dinah-rajak>**

# Development, Business & Corporate Social Responsibility (CSR)

## SPRING TERM

### TOPICS:

- 1 Introduction to the course
- 2 The Rise & Role of Business in Development
- 3 Corporate Social Responsibility & the Market
- 4 Business, Civil Society & the State: Partnerships for Development
- 5 Rights, Resources & Conflict: CSR and the Extractive Industries
- 6 The Business of Health & Development
- 7 CSR & The Politics of Production: Producers, Consumers, Labour
- 8 CSR & the Ethics of Consumption
- 9 Inclusive Capitalism & the Bottom of the Pyramid
- 10 Margins of the Market: Informality and Entrepreneurialism



# Teaching & Assessment

- 1 x 3hr workshop

Assessment

5,000 word essay



# Key Themes

- Partnership and the relationship between states, civil society and business in development
- The role of markets in development
- Moral economy and questions of ethical capitalism – an oxymoron?
- Social business and social entrepreneurship
- CSR, state regulation and voluntarism
- Resource wars, multinational business and the impact for development
- Minerals, energy and oil – the politics and social impacts of extractive industries
- The Business of Health: global health, development and the pharmaceutical industry
- Labour, production and consumption
- Fair trade and ethical consumption
- The global assembly line: worker rights, child labour, worker agency
- Informal and formal economies
- Youth, Entrepreneurship and the Promise of Inclusion at the Bottom of the Pyramid
- Precariousness, entrepreneurialism and humanitarian goods

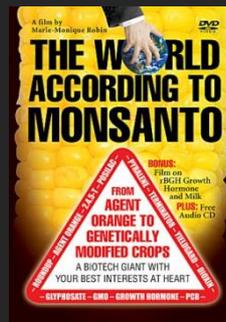
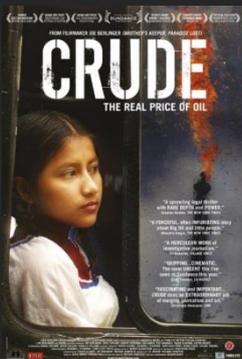
# Overview

Over the past decade, the private sector, and transnational corporations (TNCs) in particular, have become increasingly important players in the development process. Development institutions, such as the UN, World Bank and NGOs, have become increasingly interested in mobilising business, not only as donors, but as partners in development. Meanwhile, new initiatives aiming (or claiming) to reinject ethics into markets flourishing, hoping to challenge or reform the unsustainable and unaccountable use and abuse of people and planet. From fairtrade to bottom of the pyramid enterprise, local food movements to slow fashion such initiatives attempt to address critical social and ecological crises of millennial capitalism.

Taking a case study approach that focuses on grounded empirical examples this module explores the relationship between business & development and more generally, markets and society. From the world's biggest corporations, to jobless youth and aspirant micro entrepreneurs grafting to make ends meet at the margins of formal and informal markets we explore fundamental questions about the extent to which business (both big and small) offers a catalyst for development and pathway to empowerment or a vehicle for exploitation and exclusion.

# Films

- *Black Gold*
- *The Corporation* (2003, Joel Bakan)
- *The Yes Men* (2005, Chris Smith)
- *Up in Smoke* (2008, Marty Otanez)
- *Crude: The Real Price of Oil* (2009, Joe Berlinger)
- *Not-so-fair-trade* (2006, Libby Potter)
- *The World According to Monsanto* (2008, Marie-Monique Robin)
- *Walmart – The High Cost of Low Prices* (2006, Robert Greenwald)



# Past Dissertations Topics

- The Complex Path of Cocoa: Tracing Commodity Trade, New Slavery and Tensions within Fairtrade Initiatives
- The Global Biopolitics of Big Tobacco
- Taking the Shine of the Diamond Industry: Is the Kimberley Process Furthering Colonialism
- Bottling Out: Investigating the relationship between Bottled Water Consumption and the Global Water Crisis
- Beating the 'Climate Crunch' ...with your Wallet? The Limitations of Green Consumerism
- Pricing lives with antiretroviral drugs: the biopolitical power of pharmaceutical companies
- The Business of Breastfeeding: Development, Market Forces & the Construction of Maternal Identities
- Business at the Bottom of the Pyramid –The Way to Inclusive Capitalism? The Case of Mobile Phones
- Constructing Community Boundaries: The Limitations of CSR for the Health of Mineworkers in South Africa
- A Supply chain analysis of denim jeans: guilt-free garments?
- Unhealthy Partnerships: corporate citizenship and public-private partnerships in healthcare

# Module Convenor

**Dr Dinah Rajak**

Reader in Development & Anthropology

Email: [d.r.rajak@sussex.ac.uk](mailto:d.r.rajak@sussex.ac.uk)

Office: Arts C242

## Research Expertise

My research interests lie at the intersection of the development, anthropology and the study of global capitalisms. My research concerns the role of transnational corporations in development, corporate social responsibility and moral economy, with a focus on the extractive industries and Sub-Saharan Africa. Other areas of interest include: economic empowerment, enterprise and entrepreneurialism; and the role of big business in the political economy of HIV/Aids management. My current research explores youth, entrepreneurship, 'bottom of the pyramid' business and the concept of inclusive markets. I am a co-founder of the Centre for New Economies of Development (<http://responsiblebop.com/>).

