

Course ID:	Course Title:	Winter 2021
BUS 351 DVST 351	Corporate Social Responsibility and Shared Value Creation	Prerequisite: BUS 100 or BUS 305
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	Hybrid	Instructor:	Dr. Randy Poon, PhD	First day of classes:	Monday, January 11
Days:	Wednesdays	Email:	rpoon@ambrose.edu	Last day to add/drop, or change to audit:	Sunday, January 24
Time:	6:45-9:30 p.m.	Phone:	(587) 893-4730	Last day to request revised exam:	Monday, March 8
Room:	A2131	Office:	L2052	Last day to withdraw from course:	Friday, March 19
Final Exam:	None	Office Hours:	By appointment	Last day to apply for course work extension:	Monday, March 29
				Last day of classes:	Friday, April 16

Course Description

Businesses are facing increasing stakeholder pressure to respond to societal expectations on how businesses should operate in a more environmentally friendly and socially responsible manner. This course examines corporate social responsibility (CSR) and shared value creation from multiple perspectives. It focuses on identifying the tensions between business and societal goals, addressing the major social responsibilities of business in the context of globalization, and creating shared value through CSR and shared value creation strategies. Through the use of case studies, students will be exposed to these issues across various industries and countries, and will be expected to develop solutions for responsible management practices.

Expected Learning Outcomes

The course has two primary objectives. The first objective is to provide students with an overview of corporate social responsibility and shared value creation, its history, what it is becoming, how it is being implemented, its role in corporate strategy and creating shared value, along with some of the key issues facing companies and their implementation of these strategies.

The second objective is to continue the process of developing each student's business skills. Key skills or competencies include: critical thinking and problem solving; verbal and written communication skills; team work; personal initiative; and ethical, social, and global awareness. To help students develop these skills, the course will involve group work (reports and presentations), written assignments, and class discussions.

Textbooks and Readings

Sexty, R. W. (2020). *Canadian business and society: Ethics, Responsibilities and Sustainability (5th Ed.)*. McGraw-Hill Education.

To sign up for the course and to purchase the e-textbook, please follow this link:

<https://connect.mheducation.com/class/r-poon-winter-2021>

Course Requirements and Evaluation:

Course grading and evaluation will be conducted according to the following:

Attendance and Participation (includes breakout group participation)	10%
Quizzes (five quizzes each worth 10%):	50%
Group Project: Stakeholder Issue Discussion	10%
• Presentation and Discussion Facilitation	
Major Group Project: Stakeholder Analysis of Company	20%
• Presentation	8%
• Written Report	12%
Individual Essay: The Changing Nature of Capitalism	10%

Submission of Assignments:

All quizzes are to be submitted into Connect by the time indicated on the Connect course page. All other assignments are to be submitted via Moodle by the time indicated on the Moodle course page. All electronically submitted written assignments (i.e., written report and individual essay) must be submitted in Word, Pages, or Open Document Text format (**and NOT as PDF files**). Please submit into Moodle your presentations (e.g., PowerPoint, Keynote, Google Slides or Prezi links, etc.). Late assignments may lose 10% per day late. The instructor has the discretion to not accept assignments that are more than 5 days late.

In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks may be reallocated to other components of the course grade.

Attendance and Participation:

A key component of your grade is your attendance and participation whether in-person or online. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and then actively participating in these discussions. The skills needed to participate effectively in class and present your ideas are essentially the same skills required to participate effectively in the marketplace. The ability and willingness to speak up in front of others is an important skill for students to develop. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account.

Assignments:

Quizzes

- There will be five online quizzes, each worth 10%.
- They will consist of 25 True-False and Multiple-Choice questions, along with two short-essay questions.
- Quizzes will take generally place on the Monday following the last lecture/chapter to be covered in the quiz.
 - For example, the first quiz covers Chapters 2-4. The quiz will take place on the Monday following the Chapter 4 lecture.
 - The exception will be Quiz 2 which will take place on a Tuesday (in recognition of Family Day)
- The quiz will be made available from noon until 11:59 p.m.
- You will have 75 minutes to complete the quiz.
 - You are expected to complete the entire quiz on your own.
- Please submit your quiz responses prior to the 75 minutes or the 11:59 deadline.
- In answering the short essay questions, please write your responses in your own words.
 - Do not copy and paste your response.
 - Similarities in answers to the short essay questions may be considered plagiarism.
 - If it is determined that plagiarism took place, those students involved will receive a zero for the entire quiz.

Individual Essay: The Changing Nature of Capitalism

Chapter 16 deals with the changing nature of capitalism. The textbook refers to this as the “socialization of capitalism.” The author describes this as the “process through which the business system conforms to the expectations of society resulting in desired, socially responsible outcomes” (p. 305). In our business program, we have emphasized the fact that corporations have a social responsible and mandate that includes, but goes beyond a simple financial focus. The textbook used in both BUS 100 Introduction to Business and BUS 499 Capstone Seminar in Business, *Why Business Matters to God*, highlights this mandate from a biblical perspective.

The Soul of the Next Economy Forum has brought together businesses, nonprofits, academic institutions, and interested individuals to discuss ways in which these various parties can collaborate to achieve these social purposes. Our collaboration with organizations like Canadian Business for Social Responsibility (CBSR) and companies like Suncor, Servus, and Chandos highlights our focus on purpose-driven businesses.

All this to say is that this chapter explores several ideas related to a more “conscious capitalism” (coining the term used by Whole Foods founder, John Mackay). Your 750-900 word essay will build on one or more of these ideas. The essay will include (with recommended, but not required word count estimates):

- A brief summary and introduction to the concept(s) you will address (100-150 words)
- An overview of other efforts (not mentioned in the textbook) that highlight or support this concept (75-100 words)
- A practical example of a company or organization that supports this concept (150-250 words)
 - Please use up-to-date information drawn from recent (no later than 2018) online resources
- An informed and intelligent analysis highlighting: (250-300 words)
 - Your own assessment of the importance of the concept
 - Potential obstacles to the change process
 - Critical next steps required to emphasize/support/promote the necessary change process
- An informed and intelligent conclusion highlighting: (75-100 words)
 - How you see capitalism evolving and the impact this will have on society
- In-text citations and a reference section. Please follow APA formatting.
- Note: I don’t require a cover page.
- Please submit the assignment in Word, Pages, or ODT (in other words, an editable text file that I can import into Word). **DO NOT submit your essay as a PDF file. There will be a 10% deduction to paper if it is submitted as a PDF file.**
- Please honour the word count range (note: this excludes your in-text citations or reference section). **Essays submitted below or exceeding the word count range will also receive a 10% deduction.**

Stakeholder Issue Discussions (Group Project)

In groups of 4-5 (this must result in 10 groups for the entire class), students will choose a company to highlight how they are addressing a particular stakeholder issue. These issues will be discussed in Chapters 10-14. These stakeholders include:

- Government (Chapter 10: Regulating Business' Ethics and Responsibilities)
- Investors (Chapter 11: Responsible Ownership and Governance)
- Employees and Customers (Chapter 12: Ethics and Responsibilities in the Workplace and Marketplace)
- Community (Chapter 13: Civil Society Stakeholders)
- Environment (Chapter 14: The Environment and Business Responsibilities)

Students will be assigned to groups and topics for this project.

Following the lecture for each of those five chapters, two groups (groups must have their company pre-approved and must choose different companies) will prepare a 12-15-minute slide presentation, in addition to facilitating a 15-minute breakout group discussion.

The 12-15 minute slide presentation will consist of:

- A brief summary of key elements to that particular stakeholder issue (1-2 minutes)
- An overview of your company (1-2 minutes)
- How they demonstrate societally-responsible business practices overall (2 minutes)
- How they specifically address the particular stakeholder issue (5-6 minutes)
 - This should include specific examples of company policies and actions
 - In addition, you can also include public response and feedback to the company's policies and actions
- A conclusion (that takes place after the breakout discussions) which includes your own critique and recommendations for the company based on the chapter reading and other best practices from other companies. (2-3 minutes)
- You will be assessed on your content, presentation skills, the quality/creativity of your presentation slides, and your discussion facilitation.

The 15-minute breakout group discussion will include the following:

- A set of 3-4 breakout questions that are prepared in advance and posted in Moodle by 6:00 p.m. of the presentation day, so that the rest of the class can download these questions.
- The breakout group discussion must have a member from their team facilitate discussion in each of the breakout groups (whether in-person or online).
 - Each group member will facilitate one of the breakout groups
 - I will coordinate any online breakout rooms
- There will be a form that all members of that breakout group will use to rate their facilitator, as well as the participation of each breakout group member.

Stakeholder Analysis and Issues (Group Project)

Groups (note: groups will include 4-5 students, for a total of 10 groups—remember your group members MUST be different from the other group project) will choose a company and conduct a stakeholder analysis. This will involve the following six sets of analysis drawn from Chapter 4 in the textbook:

1. Conduct a basic stakeholder analysis on a total of eight stakeholders using either the five questions or the stakeholder analysis worksheet (pg. 60). In your set of eight stakeholders, try to draw from at least six different types of stakeholders (see below):
 - Government
 - Investors
 - Employees
 - Customers
 - Suppliers
 - Community
 - Environment
2. Map out each of your eight stakeholders using the Position/Importance Stakeholder Matrix (pg. 62).
3. Conduct a diagnostic typology of these eight stakeholders using the methodology outlined by Savage, Nix, Whitehead, and Blair (pg. 64). In other words, to which of the four types does each stakeholder belong? Be sure to justify your response.
4. Identify a stakeholder influence strategy for each of your stakeholders (pg. 67).
5. Identify possible stakeholder collaboration efforts for each of your stakeholders (pg. 69).
6. Identify the materiality of the company's stakeholder issues using Issue Materiality Index (pg. 71). Use a single matrix to map out the issues for all of your stakeholders.

You will present your findings both in class (20-minute presentation), along with a written report which includes:

- A 1000-word executive summary highlighting your analyses.
 - Your word count will exclude your appendices, in-text citations, and reference section
 - In addition to summarizing your analyses, be sure to provide a conclusion that assesses where your company is at with respect to its relationships with its stakeholders, as well as key recommendations moving forward.
- Appendices for each of the six analyses
 - There is no word count limit for the appendices
- In-text citations and a reference section
- APA formatting
- Submitted in an editable text document (see guidelines and deductions outlined in the Individual Essay assignment)

Guidelines for your presentation:

- The presentation will largely draw upon your executive summary
- Use charts or graphs from your appendices to support your presentation
- The presentations will take place over the last two lectures of the course.

Weekly Schedule:

January 13:

- Course Overview
- Chapter 1: The Relationship Between Business and Society

January 20:

- Chapter 2: Ethics and Capitalism
- Chapter 3: Identifying Stakeholders and Issues

January 27:

- Chapter 3: Identifying Stakeholders and Issues (continued)
- Chapter 4: Stakeholder and Issue Analysis
- Quiz 1 – Chapters 2-4
 - Must be submitted into Moodle by 11:59 p.m., Monday, February 1

February 3:

- Chapter 7: Corporate Social Responsibility: The Concept
- Chapter 8: Corporate Social Responsibility: In Practice

February 10:

- Chapter 8: Corporate Social Responsibility: In Practice (continued)
- Chapter 9: Measuring, Reporting, and Communicating CSR
- Quiz 2 – Chapters 7-9
 - Must be submitted into Moodle by 11:59 p.m., Tuesday, February 15
 - Note: the quiz will take place on the Tuesday in recognition of Family Day

February 17: No Class - Reading Week

February 24:

- Chapter 10: Regulating Business' Ethics and Responsibilities
 - Group Project - Stakeholder Issue Presentations and Discussions

March 3:

- Chapter 11: Responsible Ownership and Governance
 - Group Project - Stakeholder Issue Presentations and Discussions
- Quiz 3 – Chapters 10-11
 - Must be submitted into Moodle by 11:59 p.m., Monday, March 8

March 10:

- Chapter 12: Ethics and Responsibilities in the Workplace and Marketplace
 - Group Project - Stakeholder Issue Presentations and Discussions

March 17:

- Chapter 13: Civil Society Stakeholders
 - Group Project - Stakeholder Issue Presentations and Discussions
- Quiz 4 – Chapters 12-13
 - Must be submitted into Moodle by 11:59 p.m., Monday, March 22

March 24:

- Chapter 14: The Environment and Business Responsibilities
 - Group Project - Stakeholder Issue Presentations and Discussions

March 31:

- Chapter 16: The Socialization of Capitalism
 - There will be breakout room discussions during this lecture.
- Quiz 5 – Chapters 14 & 16
 - Must be submitted into Moodle by 11:59 p.m., Monday, April 5

April 7:

- Major group project presentations: Stakeholder Analysis

April 14:

- Major group project presentations: Stakeholder Analysis

Grade Summary:

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform College-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in

class. The professor has the right to disallow students to use a laptop in future lectures and/or to ask students to withdraw from the session if they do not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are advised to retain this syllabus for their records.