

Course ID:	Course Title:	Winter 2019
BUS 351	Corporate Social Responsibility and Shared Value Creation	Prerequisite: BUS 100 or BUS 305
		Credits: 3

Class Information		Instructor Information		Important Dates	
Days:	Wed./Fri.	Instructor:	Dr. Randy Poon, PhD	First day of classes:	Thur., Jan. 3, 2019
Time:	8:15-9:30 a.m.	Email:	rpoon@ambrose.edu	Last day to add/drop, or change to audit:	Sun., Jan. 13, 2019
Room:	A1085-1	Phone:	(403) 410-2000 (x6513)	Last day to request revised exam:	Mon., Mar. 11, 2019
Lab/Tutorial:	n/a	Office:	L2055	Last day to withdraw from course:	Fri., Mar 22, 2019
Final Exam:	TBD	Office Hours:	T/TH 12:00 – 1:00 W/F 9:30 – 11:00 or by appointment	Last day to apply for coursework extension:	Fri., Mar. 29, 2019
				Last day of classes:	Fri., Apr. 5, 2019

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 articles or video blogs, class discussions, and guest lecturers working in the field of CSR and shared value creation.

Textbooks and Readings

There is no textbook for this course. Assigned readings and videos will be posted or linked to in Moodle.

Course Requirements and Evaluation:

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

Attendance	5.0%
Graded Discussions (based on six specific lectures worth 2.5% each)	15.0%
Group Project and Presentations:	40.0%
• Implementing CSR	20.0%
• CSR: Next Steps	20.0%
Major Individual Project(s):	40.0%
Students must choose two of the following worth a total of 40% (with the exception of the Ambrose Research Conference Report and Presentation):	
• Ambrose Research Conference Report and Presentation	40.0%
• LinkedIn Article (may choose this option twice)	20.0%
• Video Blog (may choose this option once)	20.0%
• Take-Home Exams (may choose this option twice)	20.0%

Submission of Assignments:

All assignments (unless otherwise notified) are to be submitted via Moodle by the time indicated in the Weekly Reading and Assignment schedule. All electronically submitted written assignments (i.e., reading responses and papers) must be submitted in Word, Pages, or Open Document Text format (**and NOT as PDF files**). Note: this doesn't apply to video blogs. 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 Graded Discussions:

A key component of your grade is your attendance and participation during class time. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time, in advance of in-class discussions, 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 (either for-profit or nonprofit). 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.

Graded Discussions

Throughout the semester, we will have several specifically graded discussions on the following topics:

- **Creating Shared Value – February 1**
- **Just Capitalism – February 8**
- **Closing the Loop Documentary – February 15**
- **B-Corps/Responsible Investing – March 15**
- **SDG/Base of the Pyramid – March 29**
- **Final Day of Class/Course Summary – April 5**

The assessment for these six discussions will involve a specifically graded class participation. Your participation (2.5% per discussion) will be graded as follows: Very Active (minimum three very insightful comments) – 95%; Active (minimum two very insightful comments) 85%; Moderate (two comments, but limited engagement or passion) – 75%; Modest (one insightful comment) – 60%; Inactive (attends but no comments or insightful comments) – 30%; Did Not Attend – 0%.

If you are not able to attend any of these six specific lectures, you will be required to submit a 350-400-word reflective essay on each of the topics where you missed that lecture. Each essay will also be worth 2.5%.

Assignments:

Group Project and Presentations

- **Implementing CSR**
 - In groups of two, present a 1500-word report and a six-minute presentation on a company that is actively engaged in corporate social responsibility and/or shared value creation.
 - Be sure to include some of the principles discussed in class.
 - Highlight how the firm is specifically engaged in CSR-related activities, how they are incorporating (if at all) a CSR mindset within their corporate culture, and the challenges or obstacles they had to overcome to get to where they are.
 - Reports are due and presentations will be made in class on March 1.
- **What's Next**
 - After having explored the CSR/Shared Value concepts for a semester, you will now present your perspectives on where you see one of the key topics going over the next 5-10 years.
 - Be sure to include some of the principles discussed in class.
 - I am looking for a deeper, more insightful examination of the key issues, obstacles, and ways forward.
 - The project will once again involve a 1500-word report and a six-minute presentation
 - Reports are due and presentations will be made in class on April 3.

Major Individual Project(s)

There will be no in-class exam for this course. Instead, students will choose how they would like to be assessed. You must choose two of the following worth a total of 40% (with the exception of the Ambrose Research Conference Report and Presentation which counts as two projects):

- **Ambrose Research Conference (ARC) Report and Presentation**
 - 4000-word report and 10-12 minute presentation
 - ARC will take place on March 27
 - An abstract for the paper will be due by early February (specific date TBD)
- **LinkedIn Article (may choose this option once or twice)**
 - Each article must be 2000 words, well researched, including supporting graphics and/or photographs
 - If you choose to do both, one will be due by March 8, and the other by April 15.

- If you choose to do one, in combination with another project, the due date will depend on the other project you've chosen (in general, you will be required to have the first of your projects submitted no later than March 8)
- Video Blog (may choose this option only once)
 - The vlog should be 10 minutes in length and must also be well researched and creatively crafted (including photos or other video clips)
 - You must also submit your script
 - The due date will depend upon the other project you've chosen (in general, you will be required to have the first of your projects submitted no later than March 8)
- Take-Home Exams (may choose this option once or twice)
 - Each take-home exam will consist of six questions, each requiring a 500-word response
 - The first is due by Monday, February 25 in Moodle by 6 a.m.
 - The second is due by Monday, April 15 in Moodle by 6 a.m.

For each of these individual projects, they should be well researched, involving numerous external sources and should be formatted according to the APA writing style (the vlog script won't require in-text citations, but will require an APA formatted Reference page). Please provide a mixture of substantive articles and web-based stories. The paper should include 12-point font, double spacing, 1-inch margins, plus a properly formatted Reference page, and demonstrate critical thinking and professionalism.

GRADING RUBRIC

Grading Rubric – Attendance

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Attendance (Excludes certain excused absences such as Ambrose athletic team practices and out-of-town games)	Misses no more than two classes (100%)	Misses three classes (80%).	Misses four classes (60%)	Misses five or more classes (40%); misses six classes or more (0%)

Grading Rubrics for the Individual Projects will be posted in Moodle

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.

Weekly Topics:

Week 1: Course overview and definitions of CSR

Week 2: Ages and stages of CSR; Principles of CSR

Week 3: Integrated Value

Week 4: CSR and competitive advantage; Creating shared value

Week 5: Just capitalism

Week 6: Closing the Loop documentary

Reading Week

Week 7: Implementing CSR (including group project and presentation)

Week 8: CSR boards, shareholders, and stakeholders

Week 9: B-Corps, socially responsible corporations, and responsible investing

Week 10: Measuring CSR and ESG (environmental, social and governance), and SDG's (sustainable development goals)

Week 11: ARC, and Base of the Pyramid

Week 12: Final group project and presentation, and final graded discussion

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.