



COURSE OUTLINE: GBM103 - SUSTAINABILITY & S R

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	GBM103: SUSTAINABILITY AND SOCIAL RESPONSIBILITY
Program Number: Name	2109: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2023-2024
Course Description:	<p>In this course, students will study the impact which corporations have on the environment, employees, communities, and stakeholders and will examine related ethical issues and concerns in these areas.</p> <p>Students will define good corporate citizenship and will look at government and private legislation/regulations which aim to make corporations socially accountable. Various approaches to Corporate Social Responsibility (CSR) and CSR policies will be reviewed and assessed.</p>
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	BCG206
Vocational Learning Outcomes (VLO's) addressed in this course:	2109 - GLOBAL BUSINESS MGMT VLO 10 Apply the principles of business ethics and international corporate responsibility VLO 15 Employ environmentally sustainable practices within the profession
Please refer to program web page for a complete listing of program outcomes where applicable.	
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D



A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements:

Please refer to course addendum

Books and Required Resources:

Canadian Business & Society: Ethics & Responsibilities by Sexty
 Publisher: McGraw Ryerson Ltd Edition: 5th Edition
 ISBN: 1-25-908754-9
 9781260065916

Sustainability Management Simulation: Net Zero by Tim Rogmans
 Publisher: HARVARD BUSINESS PUBLISHING EDUCATION Edition: Product #:
 FO0007-HTM-ENG
 Contact Chair/Coordinator for Simulation Course Pack

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Describe the relationship between business and society.	1.1 Discuss the Canadian business system and the people who run it. 1.2 Describe integrity in business and approaches to ethical thinking. 1.3 Examine society's attitudes toward business. 1.4 Examine the key elements of North American Indigenous and Western worldviews.
Course Outcome 2	Learning Objectives for Course Outcome 2
Examine the relationship between ethics and Capitalism.	2.1 Describe the fundamental principles of Capitalism and how they relate to business in Canada. 2.2 Discuss ethical challenges related to Capitalism, including rights and freedoms, equal opportunity, competition, profits, work ethics and the role of government in business.
Course Outcome 3	Learning Objectives for Course Outcome 3
Explain the issues surrounding Corporate Social Responsibility (CSR).	3.1 Examine the impact of corporate business practices on employees, communities and the environment. 3.2 Explain the relationship between stakeholders and businesses. 3.3 State ethical issues with respect to corporate business practices and stakeholder influence. 3.4 Apply concepts of responsibility to community development. 3.5 Create a code of ethics based on the Anishnaabe Seven Grandfather Teachings.
Course Outcome 4	Learning Objectives for Course Outcome 4
Explain the challenges presented to CSR by globalization.	4.1 Define globalization and explore its implications for and effects on business. 4.2 Analyze the ethical challenges faced by businesses operating in the global economy.
Course Outcome 5	Learning Objectives for Course Outcome 5
Explain the steps taken to	5.1 Compare/contrast government and private interests in



	make corporations socially accountable.	overseeing CSR. 5.2 Examine government legislation and private regulation of CSR. 5.3 Identify the reasons for CSR auditing/reporting and outline the criteria that should be measured. 5.4 Discuss the need to integrate corporate sustainability, corporate governance and social responsibility principles in the decision-making process. 5.5 Discuss the application of corporate sustainability, corporate governance and social responsibility principles in the Global Business environment.
	Course Outcome 6	Learning Objectives for Course Outcome 6
	Examine CSR approaches and policies.	6.1 Define good corporate citizenship. 6.2 Discuss the rationale behind CSR and the arguments for and against. 6.3 Examine approaches, theories and concepts related to CSR. 6.4 Analyze and evaluate CSR policies.
	Course Outcome 7	Learning Objectives for Course Outcome 7
	Understand the importance of CSR strategy.	7.1 Examine the relationship between CSR and profitability. 7.2 Explain the process of creating and evaluating CSR strategy.
	Course Outcome 8	Learning Objectives for Course Outcome 8
	Experiential learning and understanding in Sustainability Management Simulation.	8.1 Making large cuts in greenhouse gas emissions is challenging for companies, but possible. 8.2 Reducing corporate emissions does not need to go at the expense of business performance and can help to reduce costs and increase revenues (i.e., there is a business case for sustainability). 8.3 Choosing the right emission reduction strategies requires managers to think through all the consequences of their decisions and to prioritize. Not all initiatives that look green have a significant impact on emissions. 8.4 Corporate emission reduction efforts benefit from the involvement of employees, customers, and suppliers. 8.5 Sustainability performance measurement and analysis is critical to achieving results.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assessments/Quizzes	20%
Business Simulation/Participation	20%
Final Exam	25%
Mid-Term Exam	20%

	Report and Presentation	15%
Date:	June 23, 2023	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	