



COURSE OUTLINE: BCG206 - CORP SOCIAL RESPONSE

Prepared: School of Business

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

Course Code: Title	BCG206: CORPORATE SOCIAL RESPONSIBILITY
Program Number: Name	2035: BUSINESS 2102: BUSINESS MANAGEMENT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	19F, 20W
Course Description:	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. 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.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	BUS250, OEL1060
Vocational Learning Outcomes (VLO's) addressed in this course:	2035 - BUSINESS VLO 1 Identify and discuss the impact of global issues on an organization's business opportunities by using an environmental scan. VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.
Please refer to program web page for a complete listing of program outcomes where applicable.	2102 - BUSINESS MANAGEMENT VLO 1 Apply current concepts/systems and technologies to support an organization's business initiatives. VLO 8 Distinguish the principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiative.
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 6 Locate, select, organize, and document information using appropriate technology and information systems. 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.
General Education Themes:	Social and Cultural Understanding



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Course Evaluation:

Passing Grade: 50%, D

Other Course Evaluation & Assessment Requirements:

A+ = 90-100%
 A = 80-89%
 B = 70-79%
 C = 60-69%
 D = 50-59%
 F < 50%

Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test. The late student must see the professor at the end of the class time and provide a suitable explanation.

Students caught cheating during a test will receive an automatic zero.

In order to qualify to write the missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test will be a comprehensive test.

Books and Required Resources:

Canadian Business & Society: Ethics & Responsibilities by Sexty
 Publisher: McGraw Ryerson Ltd Edition: 4
 ISBN: 1-25-908754-9

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
#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
#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 ethic and the role of government in business.
Course Outcome 3	Learning Objectives for Course Outcome 3



	#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
	#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
	#5. Explain the steps taken to make corporations socially accountable.	5.1 Compare/contrast government and private interests in 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.
	Course Outcome 6	Learning Objectives for Course Outcome 6
	#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 it. 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	
#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.	

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Final Exam	25%
Mid-Term Exam	25%
Performance & Involvement	10%

Date:

June 17, 2019

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

