COURSE OUTLINE: BCG216 - CORP RESPONSIBILITY

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Course Code: Title	BCG216: CORPORATE RESPONSIBILITY
Program Number: Name	2035: BUSINESS 2041: BUSINESS - H.R. 2057: BUSINESS - MARKETING 2073: SPORTS ADMIN. 2179: ADVANCE PRO MGT-STRA 5255: ENV. SUSTAINABILITY
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	In this course, students will learn about the role of corporations in society including their responsibility to contribute to positive environmental sustainability and social impact outcomes. Students will learn about corporate responsibility challenges facing businesses today, including climate change, social injustice, greenwashing, and resource use. Students will also learn how organizations are successfully rising to meet these challenges and enhancing both their economic and environmental performance through community initiatives, stakeholder engagement, global partnerships, and ESG reporting. Students will define good ESG performance, examine ethical issues in business as it relates to environmental and social topics, and will look at mechanisms such as legislation and social activism that aim to hold corporations accountable.
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, BUS250, OEL1060
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**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. **2041 - BUSINESS - H.R.** VLO 3 participate in the planning, delivery, and evaluation of employee orientation, training, and development programs VLO 4 contribute to an organization's success through effective employee relations VLO 6 participate in organizational health and safety policies and practices

VLO 8   implement organizational development* strategies aimed at promoting organizational effectiveness

2057 - BUSINESS - MARKETING

VLO 10   develop strategies with clients, customers*, consumers*, co-workers, supervisors, and others to maintain and grow working relationships

VLO 11   develop learning and development strategies to enhance professional growth in the field

VLO 13   operate within a framework of organizational policies and practices, when conducting business of the organization

2073 - SPORTS ADMIN.

VLO 3   Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context.

VLO 4   Comply with relevant statutes, regulations, safety and accessibility standards, and business practices.

VLO 5   Apply leadership strategies and best practices to effectively manage personnel and accomplish organizational goals.

2179 - ADVANCE PRO MGT-STRA

VLO 5   Interact with team and stakeholders in a professional manner, respecting differences to ensure a collaborative project environment

VLO 11   Ensure compliance with ethical and professional standards within a Canadian context when managing projects

VLO 12   Integrate inclusive practices from a Canadian perspective to support equity and participation of diverse stakeholders when managing projects

VLO 13   Challenge personal assumptions and encourage the expression of all points of view to examine issues through various lenses for decision making

5255 - ENV. SUSTAINABILITY

VLO 3   Implement environmental audit standards, including the Environmental Assessment (EA) process to meet legal requirements across municipal, provincial and federal jurisdictions.

VLO 6   Interpret the effects of various environmental and climate impacts on plant, animal and human health.

VLO 7   Develop and implement a model to Build community engagement and capacity to achieve the desired organizational outcomes.

VLO 8   Apply principles of project management and leadership to complete projects on time and within scope.

VLO 9   Develop and implement an interdisciplinary perspective to evaluate goals, objectives, and strategies for approaching environmental problems.

VLO 10   Apply principles and practices of community and industry development to increase resiliency, innovation and transformation toward greater sustainability.

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

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:

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

Books and Required Resources:

Business Ethics: Decision Making for Personal Integrity and Social Responsibility by Hartman, L.P. et al.
Publisher: McGraw Hill Ryerson Ltd Edition: 6
ISBN: 9871265805425

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Describe the relationship between business, society, and ethics.	1.1 Discuss the Canadian business system and the people who run it. 1.2 Describe integrity relating to personal and business practices, and approaches to ethical thinking. 1.3 Examine society`s attitudes toward personal integrity and corporate responsibility. 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 personal and professional contexts.	2.1 Describe the fundamental principles of Capitalism and ethics, and how they relate to business in Canada. 2.2 Describe ethical frameworks, including consequences, principles, and character.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Explain the issues surrounding corporate culture and the relation to Corporate Responsibility.	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 Corporate Responsibility by globalization and in the workplace.	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. 4.3 Define the impact corporate responsibility has on employers and employees.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	Explain the steps taken to make corporations accountable.	5.1 Compare/contrast government and private interests in overseeing Corporate Responsibility. 5.2 Examine government legislation and private regulation of Corporate Responsibility. 5.3 Identify the reasons for 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**
	Examine Corporate Responsibility approaches and policies.	6.1 Define good corporate citizenship. 6.2 Discuss the rationale behind Corporate Responsibility, including Corporate Social Responsibility (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**
	Describe the importance of Corporate Responsibility strategy.	7.1 Examine the relationship between Corporate Responsibility, ethics, and profitability. 7.2 Explain the process of creating and evaluating Corporate Responsibility strategy.

Evaluation Process and Grading System:	

Evaluation Type	Evaluation Weight
Assignments	60%
Tests	40%

Date:	December 3, 2025
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.