

Course Outline

**Department of Management
School of Business and Economics**

**BUSN 6010/1-3
Ethics and Corporate Social Responsibility (3,0,0)**

Calendar Description

Students become more effective decision makers by examining the meaning and role of ethics in the business environment, and the social responsibility of business organizations. Topics include the relationship between business and society; identifying stakeholders and issues; the theoretical basis of business ethics; business ethics in management and leadership; the concept of corporate social responsibility; corporate social responsibility in practice; regulating business; ownership and governance of the corporation; environmental and business responsibilities; globalization and business responsibilities; and ethics, responsibilities, and strategy.

Educational Objectives/Outcomes

After completing this course, students should be able to:

1. Define equality of opportunity and elaborate upon the ethical implications for business.
2. Identify the corporation's stakeholders generally and the stakeholders relating to particular issues confronting the corporation.
3. Describe the different approaches managers and businesspersons take in assessing the ethical implications of their decisions.
4. Evaluate ethics programs and list their benefits.
5. Demonstrate an appreciation for the various foundations of social responsibility theories.
6. Identify the different responses to corporate social responsibility, define corporate reputation and analyze its relationship to corporate social responsibility.
7. Discuss the ethical implications of the business–government relationship.
8. Demonstrate an appreciation for the role of the owner stakeholder and the economic and ethical responsibilities involved.
9. Define non-governmental organization (NGO) and describe its issues and tactics.
10. Identify and define the main environmental concerns confronting business and society.
11. Become familiar with the international standards that are guiding and influencing the behaviour of multinational corporations.
12. Identify the link between corporate strategic management and CSR strategy.

Prerequisites

Meets the Admission Requirements to the MBA

Co-requisites

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Texts/Materials

Textbook

Sexty, R. (2014). Canadian Business and Society: Ethics, Responsibilities and Sustainability. 3rd Canadian Edition. McGraw-Hill Ryerson.

Other Materials

Trevino, L.K., Brown, M. and Hartman, L.P. (January 2003). A Qualitative Investigation of Perceived Executive Ethical Leadership: Perceptions from Inside and Outside the Executive suite, Human Relations 56. 1, 5–37.

Friedman, M. (September 13, 2007). The Social Responsibility of Business is to Increase its Profits. The New York Times Magazine.

Sisodia, R., Sheth, J., Wolfe, D. Chapter 5: Customers—the Power of Love, Firms of Endearment: How World-Class Companies Profit from Passion and Purpose, 97–124.

Brammer, S., Hojmosse, S., Millington, A., and NBS. Managing Sustainable Global Supply Chains: Network for Business Sustainability.

Student Evaluation

Campus

Assignments (2)	20%
Midterm Exam	30%
Final Exam	40%

Online

Discussions (5)	15%
Assignments (3)	45%
Final exam	40%

Students must pass the final exam with 50% or higher to pass the course.

Course Topics

1. Relationship between Business and Society

- Complexity of business and society
- Integrity in business
- Main approaches to ethical thinking
- Canadian business system
- Society's attitudes toward business

- Integration of business and society
- Right of private property
- Role of government

2. Identifying Stakeholders and Issues

- Defining and identifying stakeholders
- stakeholder influence
- Issues management
- Stakeholder analysis
- Freeman's stakeholder management capability
- Matrix mapping
- Stakeholder identification and influence

3. Ethics of Business: The Theoretical Basis

- Assessment of ethics
- Influences on ethical behaviour
- Theoretical basis for ethical conduct
- Moral reasoning
- Ethics in business: some challenges

4. Ethics of Business: Management and Leadership

- Statement of values
- Codes of conduct and ethics
- Ethics training, audits and consultants
- Ethics programs: approaches
- Ethics programs: evaluation and benefits

5. Corporate Social Responsibility: The Concept

- Rationale for corporate social responsibility
- Describing social responsibility
- Social responsibility debate
- Social responsibility theories
- Pyramid of CSR
- Contemporary CSR concepts
- Views on corporate and business citizenship

6. Corporate Social Responsibility: In Practice

- Responses to corporate social responsibility
- Planning for CSR
- Corporate philanthropy, voluntarism, and sponsorship
- Social venture philanthropy (SVP)
- Social auditing and reporting
- Corporate reputation and CSR

- Social auditing and reporting criteria
- Evaluating CSR reporting

7. Regulating Business

- Spectrum of regulation
- Forms of market regulation
- Scope of government regulation of business
- Legislating CSR
- Business involvement in politics
- Changing government involvement
- Ethics in government

8. Ownership and Governance of the Corporation

- Owner stakeholder
- Ownership of Canadian business
- Protecting owners and investors
- Responsible investing
- Corporate governance
- Corporate governance and stakeholders, ethical conduct, and CSR
- Ethics and responsibilities in the workplace and marketplace
- Employees and the workplace
- Consumers and consumption
- Competitors and competition
- Suppliers and the supply chain

9. Civil Society Stakeholders

- Describing non-governmental organizations (NGOS)
- Case for and against NGOs
- Strategies for relationships with NGOs
- Partner relationships with NGOs
- Media stakeholder
- Interaction between business and the media
- Ownership of the media
- Media and CSR
- Policy development institutions (think tanks)
- Religious institutions
- Educational institutions

10. The Environmental and Business Responsibilities

- Business, its stakeholders, and the natural environment
- Defining environmental ethic and sustainable development
- Environmental concerns in business and society
- Government's influence

- Environmental NGO influence
- Market-driven environmentalism
- Managing responses to environmental concerns
- “Greening” of business functions
- Measuring and reporting on environmental sustainability
- Dissenting views on the environment
- Environment: corporate opportunities and threats

11. Globalization and Business Responsibilities

- Global business responsibilities
- Defining globalization and the implications for business
- Debate over globalization
- Globalization and international non-governmental organizations (ingos)
- Institutions of globalization
- Globalization and Canadian society
- Standards of conduct for international business
- Special challenges of global business
- Acceptance of global capitalism

12. Ethics, Responsibilities, and Strategy

- Introduction to corporate social responsibility (csr) strategy
- Approaches to viewing social/ethical and environmental responsibilities
- stakeholders and strategic issues
- CSR strategy and purpose
- CSR strategy formulation
- CSR strategy and implementation
- Business programs and their influence on ethics
- Future ethics

Methods for Prior Learning Assessment and Recognition

Students can apply for PLAR in any course but it cannot be used to meet the program residency requirement.

Attendance Requirements – Include if different from TRU Policy

As per TRU policy.

Special Course Activities – Optional

Use of Technology – Optional

