MGMT*3020 Corporate Social Responsibility
Winter 2015
0.5 credit weight

General Course Information

Instructor: Ruben Burga, MBA, P.Eng.
Email: rburga@uoguelph.ca
Office Location: MACS 311B – Macdonald Stewart Hall
Office Hours: Tuesday mornings - by appointment
Department/School: Management

TA's: Sina Bahramirad
Joshua Leblanc
Email: bahramis@uoguelph.ca
leblancj@uoguelph.ca
Office Location: MACS 311B – Macdonald Stewart Hall

Class Schedule: Wednesday 7:00 pm to 9:50 pm

Pre-requisites: 9 credits
Co-requisites: N/A

Course Description

This course provides students an opportunity to examine a comprehensive range of topics and issues related to business and sustainability and aims to explore the implications of changing stakeholder expectations, and opportunities for organizational sustainable value creation. Key topics will include CSR theories and frameworks, global issues and role of business in society, socially responsible investing, green consumption, CSR and firm competitive advantage, reputation, corporate governance and ethics, regulation and social/environmental reporting.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

- Demonstrate an understanding of the key conceptions of CSR/Sustainability introduced in the course
- Identify the emerging issues related to sustainable commerce and discuss opportunities for business sustainable advantage
- Describe the role of business in society and recognize the need for social, environmental and economic strategies for sustainable value creation

Discipline/Professional and Transferable Skills:

- Apply CSR/sustainability concepts to organizational situations and explore strategic opportunities for value creation for the business and its stakeholders
- Synthesize and analyze the CSR/sustainability literature
- Communicate ideas orally and in writing
- Research, analyze and develop recommendations for a CSR/sustainability issue

**Attitudes and Values:**

- Show critical appreciation of the principals for sustainable management

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### Indicative Content

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic*</th>
<th>Readings*</th>
<th>In Class Activities and Reminders*</th>
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<tbody>
<tr>
<td>4</td>
<td>January 28</td>
<td>Social Engagement and Responsibility&lt;br&gt;Bottom of the Pyramid</td>
<td>Chapter 2: Chandler &amp; Werther&lt;br&gt;Part II (Chapters 4 &amp; 6): Prahalad, C.K. <em>The Fortune at the Bottom of the Pyramid:</em></td>
<td>Group Project Proposal Due (not Graded, but used for grading of your</td>
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<tr>
<td>Date</td>
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| 5 February 4 | Stakeholder Engagement (Continued) Green Consumers | *Eradicating Poverty through Profits*  
**Individual Assignment #1 Due**  
Teamwork: Work on your Group Project Proposal  
Chapter 3: Chandler & Werther  
Chapter 7: Chandler & Werther case study Starbucks  
Supplementary:  
UNEP and UNESCO – Youth Xchange Towards Sustainability Living Training Kit  
http://www.youthxchange.net/main/home.asp |
| 6 February 11 | Socially Responsible Investing | Chapter 3: Chandler & Werther  
Chapter 7: Chandler & Werther Case study Conflict Minerals  
Supplementary  
UN Principles for Responsible Investing available at  
http://www.unpri.org/  
Dow Jones Sustainability Indexes  
http://www.sustainability-index.com/  
Work on your Group Project |
| 7 February 25 | Strategic Opportunities: Linking CSR to Competitive Advantage | Chapter 4: Chandler & Werther  
Chapter 6: Chandler & Werther Case study The Body Shop  
Work on your Group Project |
<table>
<thead>
<tr>
<th>Date</th>
<th>March 4</th>
<th>March 11</th>
<th>March 18</th>
<th>March 25</th>
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<tr>
<td>Page(s)</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
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| Text | Chapter 4: Chandler & Werther  
Social Initiatives: Environmental Stewardship, Corporate Philanthropy and Social Entrepreneurship | Chapter 5: Chandler & Werther  
Implementation of CSR, Reputation and Legitimacy  
Risk and Crisis Management | Corporate Governance, Role of Public Policy and Regulation | Social and Environmental Reporting |
| Notes | Note that the 40th day is March 6 | | | |
| Resources | Chapter 7: Chandler & Werther Case study  
Grameen Bank  
Online Resources: http://www.zerofootprint.net/ | Chapter 8: Chandler & Werther Case study  
Lifecycle Pricing  
| Resources | Website | Website | Website | Website |
Ethics: Corporate Responses to Scandal, *Corporate Reputation Review*, Fall 2004 7(3)


**Course Assessment**

| Assessment 1: | 25% | Individual Essay | Knowledge and communication/attitude | February 4th |
| Assessment 2: | 25% | Individual Portfolio | Knowledge /skills/ /attitude | March 18th |
| Assessment 3: | 30% | Group Project (report) | Skills/communication | April 2nd |
| | 10% | Group Project Presentation (narrated presentation through online forum) | Skills/communication | March 25th (posted)
March 25-April 1 (online discussions) |
| | 10% | Group Project (report + participation in CSR activity) | Knowledge/skills | April 2nd |
| Total | 100% | | | |

**Teaching and Learning Practices (as appropriate)**

**Lectures**
Our approach is to create a learning environment through the use of cases, discussions, and experiential activities, where students can interact with the instructor, each other, and course material to explore and discuss management and organizational related issues to generate ideas and solutions both in class and on the course website. We believe that learning occurs when there is value creation and
when exploration into the course concepts and ideas generate the need to ask questions and challenge assumptions. We expect students to engage in the learning and discuss topics and issues through critical analysis and use multiple perspectives in the exploration of the course concepts. To enhance learning and application, students are expected to go beyond the course material and integrate knowledge from events in the media and other related and relevant resources.

**Course Resources**

This course uses a variety of materials and resources. One of your primary resources will be the course website (http://courselink.uoguelph.ca). All announcements, links to required and recommended readings, information on activities and exercises, assignments, and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

**On-Line Communication:**

- This course has a website (see http://courselink.uoguelph.ca/). Please post any questions you may have on this website. Please use this website to communicate with the course learning community outside the classroom.
- I will be communicating with you via your central email account <mail.uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours business hours under normal circumstances.

**Required Texts:**


Required readings: See Course Schedule for List of Readings. All readings are required. Articles are available through the Guelph Library. You will be required to access some readings on websites as indicated on the course schedule.

**Recommended Texts:**

In addition to the required readings, supplementary readings have been identified on the Course Schedule to assist you in your coursework. These items will also be available at University of Guelph Library.

**Course Policies**

In this course, much of your time will be spent in group interaction. This enables you to share ideas and to improve communication skills. Through interaction, you will discover for yourself the meaning of concepts, the subtleties inherent in everyday business situations, and the rationales for various solutions to managerial problems. To achieve effective interaction, I have three expectations:

1. **Attendance.** Because interaction is central, and also because your fellow group members will be relying on you for ideas, I expect you to attend every class. Valid reasons for absence include serious illness and family emergencies. Studying for exams and completing assignments are not valid reasons to miss class.
2. **Preparation.** You are expected to read assigned material in advance and to be fully prepared for class discussion. You may be called upon to begin the class and to contribute to discussion at any time. Unsupported opinion will not substitute for informed discussion. Adequate preparation is the only way to avoid embarrassment.

3. **Group work.** You will participate in some group work during the term. The group should address group problems or conflict in a timely fashion. I am available to assist groups who experience problems.

**Grading Policies**

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml

**Course Policy on Group Work:**

For your team project, each group member will be required to evaluate the contribution of team members to the project. You will be required to submit a peer evaluation form which will be posted on the Course website. The peer evaluation is to determine the amount of dependability and effort that the team members have put into their assigned tasks.

I will use the score you receive from team members as input to my evaluation of your contribution to the group project. Peer evaluation criteria include participation in group project meetings/conferences, preparation for the group meetings/conferences, cooperation in getting the tasks completed on time, willingness to share skills, knowledge and experience for completion of group project, demonstrated time and effort for the group project, quality of work, timeliness of submissions, contribution to the team’s performance and well-being, and other appropriate team related contributions. The form will be posted on the Course website.

**Course Policy regarding use of Electronic Devices and recording of lectures:**

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

**University Policies**

**Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml

**Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a
student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:
https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: http://www.csd.uoguelph.ca/csd/

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website

Drop Date

The last date to drop one-semester courses, without academic penalty, is Friday, March 6, 2015. For regulations and procedures for Dropping Courses, see the Academic Calendar:
https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml