



Marketing and Consumer Studies
THE CORPORATION AND SOCIETY
MCS 3080 (Fall 2011)



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Class: Tuesdays & Thursdays 2:30 pm-3:50 pm in MACK 121

Course Description and Objectives:

In the last few decades, academics and practitioners have been reconsidering the role of corporations and other business entities in our society. In light of emerging scandals, unethical behaviour, and environmental destruction, we as a component of the society needs to ask pertinent questions on whether corporations should be only responsible for the creation of shareholders wealth, or should they be responsible to a larger group of stakeholders. This course is designed to take student through the various models linking corporations or business entities to the society to also include the environmental impact. The course will push students intellectual comfort zones by exploring current and prospective models for operating in society and the natural environment.

The learning objectives, expected of students by the end of the course include :

- Able to demonstrate good knowledge of the current views and opinions of the role of commerce in society and the global environment.
- Able to critique existing business and management models and their impact on society and the natural environment.
- Able to demonstrate good knowledge of the effect of business entity acting ethically, socially, and environmentally responsible in the society
- Able to demonstrate the ability to analyze the role of leaders in incorporating ethics and responsibility into strategy.
- Demonstrate the ability to synthesize the business-government relation argument from the theoretical and practical perspectives
- Demonstrate a good knowledge of the reasons for consumer advocacy and the methods consumer organizations use to advance their interests
- Demonstrate the ability to evaluate various views on how society needs to act in ensuring sustainable future.

Course Materials and 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, required and recommended readings, 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.

The required textbook is: Business and Society: Stakeholders, Ethics and Public Policy 13th Edition, By Anne T Lawrence and James Webers. Publishers McGrawHill 2010.

Classroom activities will primarily involve this textbook and students are advised to get a copy from the University bookstore. Additional copies will also be available in the Library.

In addition, lecture slides from the textbook will be provided to students as lecture notes.

On-Line Communication:

Include here any comments you would like to make about on-line communication, such as...

- This course has a website (see <http://courselink.uoguelph.ca/>). Please post any questions you may have to...
- I will be communicating with you via your central email account <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.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Date	Marks allocated
Group assignment/Seminar	21 st Oct 2011	20.00 %
Impromptu class quiz (2)	???????	5.00%
Mid-term examination	3 rd Nov 2011	25.00%
End of term examination	10 th Dec 2011	50.00 %

My assessment approach will attempt to reward team effort, consistent class attendance and judicious studying before exams. If students adhere to these principles, success in this course will be inevitable. Please all deadlines submissions must be adhered to strictly as late submissions may attract 5 % deduction per day on submission final mark. However, extensions may be granted on the basis of extenuating circumstances

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

Course Philosophy and Approach:

In my opinion, learning should be more of fun rather than an endurance process. However, in the process of learning, element of hard work, patience and high level mental activities may be required. Furthermore, participatory learning requires that both learners and instructor be prepared for each class. Preparation could be interpreted to mean reading and interpreting the assigned materials and textbook well in advance of lectures. The group work component of the course will require active participation of all the members of the group. All the members will be expected to participate in the presentation while the rest of the class provide a critique of the presentation. All these activities attract marks for both the group presenting and the class. During each lecture session, questions may be posed at the class to encourage class participation.

The course is based on an active 12-week semester. In our view the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis **before** entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare solutions to the assigned problems **PRIOR** to the class. These materials will be **DISCUSSED** in class.

In this course, some of your time will be spent in group work and seminar presentation and 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. Groups will also earn marks for attendance.*
- 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. The two impromptu tests will reward preparation and attendance. It will be unannounced.

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. Each group will have a maximum of nine members and a minimum of eight. Group lists are to be submitted to the department administrator by the 9th of Sept 2011. Group topics and presentation dates will be selected by ballot system on the 13th Sept 2011.*

Course Schedule and Key Dates:

Class	Date	Topic	Pre-Class Activities/Readings	In-Class Activities and Assessments
1	8 th Sept	Course Introduction and Chapter 1(the Corporation and its stakeholders).	Chapter 1 of prescribed textbook	Discussions with the class on the subject
2	13 th Sept	Managing Public issues and stakeholder relationship (Chapter 2) and Corporate Social Responsibility (Chapter 3)	Chapter 2 & 3 of prescribed textbook	Discussions with the class on the subject
3	15 th Sept	Ethics and Ethical reasoning (Chapter 4)	Chapter 4 of prescribed textbook	Discussions with the class on the subject
4	20 th Sept	Organizational ethics and the law (Chapter 5)	Chapter 5 of prescribed textbook	Discussions with the class on the subject
5	22 nd Sept	Challenges of Globalization (Chapter 6)	Chapter 6 of prescribed textbook	Discussions with the class on the subject
6	27 th Sept	Global Corporate Citizenship (Chapter 7)	Chapter 7 of prescribed textbook	Discussions with the class on the subject
7	29 th Sept	Business and Government Relation (Chapter 8)	Chapter 8 of Prescribed Textbook	Discussions with the class on the subject
8	4 th Oct	Influencing the Political environment (Chapter 9)	Chapter 8 of Prescribed Textbook	Discussions with the class on the subject
9	6 th Oct	Ecology and Sustainable Development in Global business (Chapter 10)	Chapter 10 of Prescribed Textbook	Discussions with the class on the subject
10	11 th Oct	Managing Environmental issues (Chapter 11)	Chapter 11 of Prescribed Textbook	Discussions with the class on the subject
11	13 th Oct	Technology, Organizations and Society (Chapter 12)	Chapter 12 of Prescribed Textbook	Discussions with the class on the subject
12	18 th Oct	Managing Technology and innovation (Chapter 13)	Chapter 13 of Prescribed Textbook	Discussions with the class on the subject
13	20 th Oct	Stockholder Rights and Corporate Governance (Chapter 14)	Chapter 14 of Prescribed Textbook	Discussions with the class on the subject
14	25 th Oct	Consumer Protection (Chapter 15)	Chapter 15 of Prescribed Textbook	Discussions with the class on the subject
15	27 th Oct	Employees and the Corporation (Chapter 16)	Chapter 16 of Prescribed Textbook	Discussions with the class on the subject
16	1 st Nov	Managing a diverse Workforce (Chapter 17)	Chapter 17 of Prescribed Textbook	Discussions with the class on the subject
17	3 rd Nov	Group 1 Presentation	Group 1 submission	Discussions with the class on the subject
18	8 th Nov	The Community and the Corporation (Chapter 18)	Chapter 18 of Prescribed Textbook	Discussions with the class on the subject
19	10 th Nov	Group 2 presentation	Group 2 Submission	Discussions with the class on the subject
20	15 th Nov	Managing Public Relation (Chapter 19)	Chapter 19 of Prescribed Textbook	Discussions with the class on the subject
21	17 th Nov	Group 3 presentation	Group 3 Submission	Discussions with the class on the subject
22	22 nd Nov	Group 4 presentation	Group 4 Submission	Discussions with the

				class on the subject
23	24 th Nov	Group 5 presentation	Group 5 Submission	Discussions with the class on the subject
24	29 th Nov	Group 6 presentation	Group 6 Submission	Discussions with the class on the subject
25	1 st Dec	Group 7 presentation	Group 7 Submission	Discussions with the class on the subject

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration:

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays:

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+ A A-	90-100% 85-89 80-84	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
B+ B B-	77-79 73-76 70-72	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
C+ C C-	67-69 63-66 60-62	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
D+ D D-	57-59 53-56 50-52	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
F	0-49	Fail: An inadequate performance.

Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).