



VOTRE LIEN AVEC CE QUI COMPTE — CONNECTS YOU TO WHAT MATTERS

## Social Context of Business ADM1301D Fall 2015 Course Outline

<b>Professor</b>	John Palmer, MA
<b>Office</b>	DMS 5144
<b>Telephone</b>	(email preferred)
<b>E-Mail</b>	palmer@telfer.uottawa.ca
<b>Office Hours</b>	By appointment: Mon 17:00-19:00 and Tue 17:00-19:00
<b>Class Location</b>	TBT333
<b>Class Hours</b>	Mondays, 19:00 – 22:00
<b>Prerequisite(s)</b>	None
<b>Program of study</b>	BCom mandatory course

<b>Course Deliverable</b>	<b>Due Date</b>	<b>Weight on Final Grade</b>
Weekly Mini Assignments	As assigned	10%
Mid-Term Examination	In class on October 19th, 2015	25%
Group Assignment	December 7 <sup>th</sup> , 2015	30%
Final Examination	Determined by Telfer School of Management	35%

## Course Description

With the growing complexity of decision-making and the interdependence of business, political and social issues, effective management requires an understanding not only of the processes inside a company but also of the interaction of business, government and civil society.

This course examines the Canadian business system in its macro-environment which consists of the three key segments of business, government and society. By exploring both historical as well as contemporary issues confronting businesses today, this course provides the foundation for understanding the multitude of external influences on business decision making processes within an organization. An ethics and responsibilities approach is used to develop a number of key issues facing business and managers, including stakeholder analysis, ethical practice, regulation and governance, globalization and the environmental dimension of business and society.

## Course Objectives

The objectives of the course are to develop an understanding of:

- the components of business's complex macroenvironment and how they interact;
- the influence of stakeholders on business and society's attitudes toward business;
- ethics and the social responsibilities of business; and,
- the opportunities and challenges facing Canada's businesses in the future, including ethics, globalization and sustainability.

## Course Contribution to Program Learning Goals

This course contributes specifically to the attainment of the following B.Com Learning Goals:

- LG1 Understand, Apply and Integrate Core Management Disciplines
- LG2 Demonstrate Critical Thinking and Decision Making Skills
- LG4 Apply high standards of Integrity, Ethics and Social Responsibility
- LG5 Unlock the value of Globalization

## Pedagogy

This course is presented through a series of lectures, and videos, where available. Class discussion of issues is encouraged and expected. The reading material consists of selected readings from the course textbook as well as the lecture slides that will be posted on *Blackboard* each week for use as the base for note-taking (recommended) in the lectures.

It is therefore essential that you attend lectures to ensure an understanding of course concepts and materials. You are also expected to have read the assigned textbook chapters and slides *before* the corresponding lectures.

## Required textbook and materials

Sexty, Robert W.: *Canadian Business and Society: Ethics, Responsibility and Sustainability*, 3rd Canadian Edition, McGraw-Hill Ryerson, 2014 (available from the university bookstore). Some additional readings might be assigned at times.

## Methods Used to Evaluate Student Performance

As indicated, you will be evaluated on the successful completion of four course components:

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Weekly Mini Assignments	As assigned	10%
Mid-Term Examination	In class on October 19th , 2015	25%
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### Weekly Mini-Assignments – 10%

The weekly mini-assignments will be posted on *BlackBoard* and must be completed by the deadline provided. These mini-assignments will take the form of simple and short online questionnaires, reflection notes, experiments or exercises. The assignments are designed to introduce you to a week's topic and engage you with the class materials in such a way as to foster critical thinking of a particular issue facing business and society. Details will be discussed in class.

### Mid-Term Examination – 25%

The mid-term examination will be held in class on October 19th. The exam will consist of a combination of multiple choice and short answer questions based on the material covered in class to date. Note that you are responsible for material in the text book as well as material presented in the lecture slides and discussed in class. Class material will often contain information from sources other than the course text book. **You may therefore be tested not only on the content of the text book, but also on the lecture slides, any videos or other cases discussed in class as well as any additional material presented during the lectures or assignments.**

### Group Assignment – 30%

This assignment is to be completed in teams of four to six students. You will be randomly assigned to a group that will be posted on *BlackBoard* during the first week of courses.

In your group, you will be asked to take an in-depth look at one Canadian company and develop a detailed report which critically assesses its environmental and social responsibility activities. You will select one company from the 2015 MacLean magazine's list of the top 50 most socially responsible corporations in Canada<sup>1</sup>. A broad array of industries are covered in this report from automotive and banking to retail and industrials, for example: Molson Coors Brewing, Starbucks, Goldcorp Inc., Canadian Tire Corp., Intel, Telus, Zara, H&M, TD Bank, Royal Bank of Canada and BMW amongst others.

**Required:**

1. Each team must select ONE company from this list.
2. For the selected company, the team must undertake a comprehensive analysis of its environmental and social responsibility activities, starting with a detailed background description of the selected company and the issues facing the industry in which it operates.
3. The required analysis must apply as much course material as possible, drawing from the relevant lecture material as well as other secondary sources of information relating to the selected company.
4. Note that it is expected and required that teams conduct secondary research from on-line as well as off-line sources. Wikipedia is not an acceptable academic reference for this assignment. Students are strongly encouraged to use the facilities offered by the Telfer management library in completing this assignment.
5. Without being prescriptive, your team assignment should consider, among other things in the context of corporate social responsibility, the company's key socially responsible activities and programs, its work with civil society organizations, its ethical practices, its key stakeholders, its interaction or partnership (if any) with government – and, in the team's view, how effective are these activities compared to other firms in the same industry and where the firm's efforts could be improved.
6. It is expected that *considerable effort will be made on researching the company*; this could be time consuming. Teams are encouraged to ensure the company chosen provides sufficient published material that will enable the completion of the assignment.

Team members are expected to meet regularly throughout the semester to discuss the team assignment and to ensure appropriate progress is being made.

Your written assignment is due at the beginning of the class on December 7<sup>th</sup> and MUST:

- be between 15 – 20 pages (excluding annexes), double-spaced, word processed using a 12 pitch font (you will be penalized for exceeding the page limit of 20);
- have page numbers;
- be grammatically sound;
- demonstrate a responsibility to scholarship by containing a bibliography and footnotes in an acceptable format (APA, MLA, etc.);

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<sup>1</sup> <http://www.macleans.ca/economy/business/canadas-top-50-most-socially-responsible-companies/>

- have a title page displaying the names and student numbers of the team members;
- be well organized; and,
- have attached a testimonial asserting: “This case study has been completed in accordance with University of Ottawa’s rules and guidelines respecting academic integrity” and signed by ALL GROUP MEMBERS (see appendix of this syllabus).

Group members will submit confidential Peer Evaluations that will be used to determine individual marks for the project.

**No extensions to the due date for this assignment will be provided under any circumstances.** A penalty of 25% of the assignment mark will be applied for the first day or part thereof that the assignment is late. Every subsequent day or part thereof will incur an additional 10% penalty.

### **Final Examination – 35%**

The final examination will be scheduled by the Telfer School of Management. The exam will consist of a combination of multiple choice, short answer questions and case analysis based on **all of the material covered in class**. Note that you are responsible for material in the text book as well as material presented in the lecture slides and discussed in class. Class material will often contain information from sources other than the course text book. The group assignment that you will have completed will also serve as good preparation for the final exam. **You may therefore be tested not only on the content of the text book, but also on the lecture slides, any videos or other cases discussed in class as well as any additional material presented during the lectures and assignments.**

## **Important Information**

### **1) Re-marking**

From time to time, students have legitimate concerns about marks they have received on an assignment or exam. It is important to understand that you do have recourse if you feel that any paper handed back to you has not been graded appropriately for the work you have submitted. If you ever feel this way during this course, you must follow the procedure below **within one week** after the papers/exams have been handed back to the class.

- Indicate in writing** specifically what your concern(s) is (are). This does not mean that you simply say “I think I deserve more marks”. *You must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard you must refer to the class notes, excerpt in the textbook, etc., as support for your claim.* Note also that your request must be compelling – you must make a **strong case** for re-grading. A request that is deemed to be insufficiently strong will not be regarded by the professor.
- After completing #1 above, you must submit your written concerns together **with your original paper/exam** to the professor by leaving it in an envelope addressed to the professor at the information booth on the ground floor of the Desmarais Building **within one week of the**

**paper/exam being brought back to class and handed back to students.** If you did not pick up the paper/exam when it was handed back to the class, you still have only one week from the original hand-back date to request a re-grading.

- c. **It is important to note that the professor reserves the right to re-mark the entire paper/exam in question and to either leave the mark as it is or to change it positively or negatively as necessary. The grade awarded by the professor is final.**
- d. If a paper/exam is not resubmitted in accordance with the above guidelines, the professor will regard the original assigned mark to be final: no marks will be changed later.

## **2) Missed Examinations**

The mid-term examination will be held on October 20th and the final examination will be held on the date determined by the Telfer School of Management. The only acceptable reason for not writing the mid-term or final examinations when scheduled is medical, and such absences must be certified in writing by a physician.

Note carefully: In order to sit a deferred examination you **MUST** make a formal application to the Deferral Committee at the Telfer School of Management Undergraduate Office. It is this committee who approves (or not) your application for a deferred examination.

## **3) BlackBoard and Student email Accounts**

Students are responsible for regularly checking the content of all Blackboard material associated with this course, and for regularly checking their student e-mail accounts (the account set up by the University of Ottawa, NOT their personal email accounts) which will serve as the conduit through which the professor may, from time to time communicate with students in matters of relevance to the entire class. The expectation is that you will review Blackboard material as soon as possible, and regularly thereafter.

## **4) Attendance and Use of Technology**

**Attendance is mandatory. A student with more than five absences may be prevented from sitting the final examination.** Given that the course consists of multiple exercises and discussions which require the active participation of the group, student attendance is an important factor in ensuring the course is effective and that all students learn from discussions and exchanges of their peers.

The use of a cell phone is prohibited at all times during class. If you are expecting an urgent call, please inform the professor at the beginning of the class.

The use of a laptop is permitted, however, must only be used for the purpose of the course. Activities such as e-mailing, chatting, listening to music, browsing the internet and playing videogames are not permitted during class. Students who do not respect this rule must leave the class immediately and will not be allowed to bring their computer for future classes. The student will also be penalized through receiving no marks towards their participation grade. These rules are in place to help reduce the complaints received from students who are distracted from class due to inappropriate computer use.

**Please note that it is not possible to submit extra course work in order to improve your mark.**

## Course Schedule

*Note: Readings should be completed prior to class*

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading and Deliverables</b>
1	Sept 14	Introduction: The Cheating Culture The Relationship Between Business and Society	Chapter 1
2	Sept 21	Understanding Business and its Stakeholders Pt 1	Chapters 3 & 4
3	Sept 28	Understanding Business and its Stakeholders Pt 2	Chapter 13
4	Oct 5	Corporate Social Responsibility	Chapters 7, 8, 9
	Oct 12	<b>THANKSGIVING – NO CLASS</b>	
5	Oct 19	<b>Mid-term examination – In-Class</b>	
		<b>READING WEEK – NO CLASS</b>	
6	Nov 2	The Ethics of Business	Chapters 5 & 6
7	Nov 9	Regulating Business Governance of the Corporation	Chapter 10 Chapter 11
8	Nov 16	Ethics in the Workplace Race and Gender	Chapter 12 <i>No set reading</i>
9	Nov 23	The Environment	Chapter 14
10	Nov 30	Globalization	Chapter 15
11	Dec 7	Sustainability	Chapter 16 <b>GROUP PROJECT DUE</b>
12	<b>Dec 9*</b>	Integration, Review and Synthesis	
		<b>FINAL EXAMINATION</b>	

*Schedule may change based on class dynamics, availability of guest speakers, etc.*

# Beware of Academic Fraud

Academic fraud is an act committed by a student to distort the marking of assignments, tests, examinations and other forms of academic evaluation. Academic fraud is neither accepted nor tolerated by the University. Anyone found guilty of academic fraud is liable to severe academic sanctions.

Here are a few examples of academic fraud:

- engaging in any form of plagiarism or cheating;
- presenting falsified research data;
- handing in an assignment that was not authored, in whole or in part, by the student;
- submitting the same assignment in more than one course, without the written consent of the professors concerned

In recent years, the development of the Internet has made it much easier to identify academic plagiarism. The tools available to your professors allow them to trace the exact origin of a text on the Web, using just a few words.

In cases where students are unsure whether they are at fault, it is their responsibility to consult the University's Web site at the following address, where you will find resources, tips and tools for writing papers and assignments:

[Academic Integrity Webpage](#)

Persons who have committed or attempted to commit (or have been accomplices to) academic fraud will be penalized. Here are some examples of the academic sanctions, which can be imposed:

- a grade of "F" for the assignment or course in question;
- an additional program requirement of between three and thirty credits;
- suspension or expulsion from the School.

Please be advised that professors have been formally advised to report every suspected case of academic fraud. In most cases of a first offence of academic fraud, the sanction applied to students who have been found guilty is an "F" for the course with an additional three credits added to their program requirements. Repeat offenders are normally expelled from the School of Management.

Finally, the Telfer School of Management asks that students sign and submit with their deliverables the Personal Ethics Agreement form. Two versions of this form exist: one for individual assignments, and one for group submissions. **Assignments will not be accepted or marked if this form is not submitted and signed by all authors of the work.** We hope that by making this personal commitment, all students will understand the importance the School places on maintaining the highest standards of academic integrity.

# Personal Ethics Statement Concerning Telfer School Assignments

## Group Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed not only my own work, but the work of my colleagues, in its entirety.

I attest to the fact that my own work in this project meets all of the rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adheres to the fraud policies as outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. [Academic Fraud Webpage](#)

To the best of my knowledge, I also believe that each of my group colleagues has also met the rules of quotation and referencing aforementioned in this Statement.

I understand that if my group assignment is submitted without a signed copy of this Personal Ethics Statement from each group member, it will be interpreted by the Telfer School that the missing student(s) signature is confirmation of non-participation of the aforementioned student(s) in the required work.

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Signature

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Date

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Last Name (print), First Name (print)

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Student Number

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Signature

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Date

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Last Name (print), First Name (print)

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Student Number

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Last Name (print), First Name (print)

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Signature

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Date

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Last Name (print), First Name (print)

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Student Number

## **Access Service for students who need adaptive measures**

Students who have a disability or functional limitation and who need adaptive measures (changes to the physical setting, arrangements for exams, learning strategies, etc.) to progress or participate fully in university life should contact Access Service right away:

- By visiting our office on the third floor of the Desmarais Building, Room 3172
- By filling out the [online registration form](#)
- By calling us phone at 613-562-5976

Access Service designs services and implements measures to break down barriers to learning for students with physical or mental health problems, visual impairments or blindness, hearing impairments or deafness, permanent or temporary disabilities, or learning disabilities.