



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

Social Context of Business ADM13101A Fall 2018 Course Outline

Professor	James Bowen, PhD, PMP
Office	DMS 5140
Telephone	
E-Mail	bowen@telfer.uottawa.ca
Office Hours	Mondays 12:30-15:30
Class Location	MHN 033
Class Hours	Monday 16:00 and Wednesday 14:30
Prerequisite(s)	None
Program of study	Choose between the three choices below:
	BCom mandatory course X
	Mandatory course of option _____ or specialization _____
	Optional course of option _____ or specialization _____

Course Deliverable	Due Date	Weight on Final Grade
Weekly Mini Assignments	As assigned	10%
Mid-Term Examination	In class on October 17	25%
Group Assignment	Last class of week 12 (online)	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

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 17th	25%
Group Assignment	Last class of week 12 (online)	30%
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Weekly Mini-Assignments – 10%

The weekly mini-assignments will be posted on *the course website* and must be completed by the deadline instructed. 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.

Mid-Term Examination – 25%

The mid-term examination will be held in class on October 17th. The exam will consist of a combination of multiple choice and/or 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 *the course website* during the first few weeks 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 MacLean magazine's list of the top 50 most socially responsible corporations in Canada¹. 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.

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

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 last class of week 12 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.);
- 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).

Every member of the group will receive the same grade and so the management of team dynamics is the joint responsibility of all group members. The professor reserves the right to modify group grade distribution based on contribution levels of each group member.

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.**

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 *the course site* 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.

Course Attendance

As indicated in the academic regulations of the Telfer School of Management, attendance at courses of instruction is mandatory. Students who are absent for more than 9 hours of class time will be excluded from the final examination.

Required textbook and additional materials

The required textbook is: Delcorde, David H.J., *Canadian Business and Society*. Kendall Hunt (available from the university bookstore).

Additional material will be drawn from:

Sexty, Robert W.: *Canadian Business and Society: Ethics, Responsibility and Sustainability*, 3rd Canadian Edition, McGraw-Hill Ryerson, 2014 (available from the university bookstore).

Other additional readings might be assigned at times.

Course Schedule

Week	Topic	Reading
1	Introduction: The Relationship Between Business and Society	Delcorde Chapter 1
2	Introduction to the Canadian Business Sector	Delcorde Chapter 2
3		Sexty Chapter 1
4	Introduction to the Government Sector Introduction to the Civil Society Sector	Delcorde Chapter 3 and 4
5a	Corporate Social Responsibility	Sexty Chapters 7,8,9
5b	Stakeholders	Delcorde Chapter 5 Sexty Chapters 3,4, 13
6	Midterm	
7	Globalization and Multiculturalism	Delcorde Chapter 6 Sexty Chapter 15
	Governance of the Corporation	Sexty Chapter 11
8	Ethics in the Workplace	Delcorde Chapter 7 Sexty Chapter 5 and 6
9	How Business Influences Government and Civil Society How Government Influences Business	Delcorde Chapter 8 and 9
10	Civil Society's Influence The Environment	Delcorde Chapter 10 Sexty Chapter 14
11	Sustainability Ethics in the Workplace	Sexty Chapter 12 and 16
12	Regulating the business	Sexty Chapter 10
Final Examination		

The above schedule might be changed as the professor deems appropriate.

Important Information

1) Remarking

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.

- a. **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.
- b. 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 in October 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: a student who misses a mid-term examination for reasons approved by the Appeal Committee would automatically have the weight of the mid-term examination added to the weight of the final provided the combined weight of the mid-term exam and the final exam does not exceed 60 percent of the final course grade.

3) Course site and Student email Accounts

Students are responsible for regularly checking the content of all course website 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 course website material as soon as possible, and regularly thereafter.

4) All materials prepared by the course professor, including lab manuals, class handouts and exam papers, are protected by copyright. Copying or scanning them or

posting them on a website is therefore a violation of copyright and is illegal. All rights reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from the instructors.

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

Beware of Academic Fraud

Academic Regulation 14 defines academic fraud as “any act by a student that may result in a distorted academic evaluation for that student or another student. Academic fraud includes but is not limited to activities such as:

- a) Plagiarism or cheating in any way;
 - b) Submitting work not partially or fully the student’s own, excluding properly cited quotations and references. Such work includes assignments, essays, tests, exams, research reports and theses, regardless of whether the work is written, oral or another form;
 - c) Presenting research data that are forged, falsified or fabricated;
 - d) Attributing a statement of fact or reference to a fabricated source;
 - e) Submitting the same work or a large part of the same piece of work in more than one course, or a thesis or any other piece of work submitted elsewhere without the prior approval of the appropriate professors or academic units;
 - f) Falsifying or misrepresenting an academic evaluation, using a forged or altered supporting document or facilitating the use of such a document;
 - g) Taking any action aimed at falsifying an academic evaluation.”¹
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The Telfer School of Management does not tolerate academic fraud. Please familiarize yourself with the guidance provided at: <http://web5.uottawa.ca/mcs-smc/academicintegrity/home.php>

Personal Ethics Statement Concerning Telfer School Assignments

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The University of Ottawa will not tolerate any act of sexual violence. This includes acts such as rape and sexual harassment, as well as misconduct that take place without consent, which includes cyberbullying. The University, as well as various employee and student groups, offers a variety of services and resources to ensure that all uOttawa community members have access to confidential support and information, and to procedures for reporting an incident or filing a complaint. For more information, please visit <http://www.uOttawa.ca/sexual-violence-support-and-prevention/>

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.

_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number
_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Personal Ethics Statement

Individual Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed the entirety of my attached work and that I have applied all the appropriate rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adhered to the fraud policies outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. [Academic Fraud Webpage](#)

Signature

Date

Last Name (print), First Name (print)

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.