



**Fermanian School of Business, MBA
BUS 6019 — Corporate Social Responsibility
One Unit-SUMMER 2024**

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PLNU Mission: To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course explores how companies can recognize long-term value by integrating social responsibility into their core business strategy. Students will learn how to lead corporate social responsibility efforts within organizations and become effective change agents for positive social impact.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Compare and contrast the different views of corporate social responsibility (PLO 1).
2. Describe the role of corporate social responsibility in business (PLO 2).
3. Demonstrate an understanding of the cultural implications of corporate social responsibility decision-making (PLO 4).
4. Analyze the ethical impacts of executive-level decision-making as it relates to corporate social responsibility (PLO 5).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Required Readings:

Various journal articles and web resources – see Modules for details.

Required Case:

Unilever's New Global Strategy: Competing through Sustainability by Christopher A. Bartlett.
You can download the case from HBR: [HERE](#)Links to an external site.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a one-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

Assignments	Points
Required Reading	
Discussions	400
Assignments	200
Debate	200
Unilever Case	200
Total	1000

Grade Scale (Percentage)

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	63-66
B+	87-89	C	73-76	D-	60-62
B	83-86	C-	70-72	F	0-59

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of “C” in each course and an overall 2.00 grade point average.

ASSESSMENT AND GRADING

Online Discussions: Participation in discussion board forums is intended to promote collaboration between classmates as you read and discuss assigned the assigned resources. These online conversations will be based primarily on related assigned readings and content in the course.

Assignments: Additional assignments are created in the course and are used to measure understanding and to provide you with the opportunity to apply values and resources in your vocation.

Perhaps the most fundamental question in CSR is, “What is the social responsibility of business?”. In this course we will be looking at a variety of possible answers to this question. The CSR debate assignment is your chance to really explore and test three of these theories by means of an online video debate.

The three positions we will be debating are:

- Friedman’s view of the social responsibility of business
- Traditional CSR
- Conscious capitalism

The debate will ask the question: *Which of these three conceptions of CSR is the best?*

CSR Debate

You will be split into two groups of three teams each. Each team will be tasked with defending one of the positions on CSR – arguing that it is the best approach to CSR.

1. The first stage is preparation. Each team member will research and complete a debate worksheet (50 points) to prepare for the team’s crafting of its argument. DO refer to the resources from Module 1. Additional external sources should be used.
2. The teams will then create a 10-minute presentation arguing their case and post it to the group discussion board.
3. After all the initial presentations have been submitted, each team will prepare a 5–10-minute rebuttal video of the other two presentations and post this video to the group discussion board.
4. The other group’s members (i.e., not your debate opponents, but those in the other half of the class) will then watch the debate and vote on a winner. While there is not a direct link between winning and grades, I will take the votes of your classmates into consideration when assigning the final debate grades (150 points).

Unilever Case

Complete a write-up of 3-4 single-spaced pages (200 points) of the following case study:

Unilever's New Global Strategy: Competing through Sustainability

1. Analyze how well Unilever implemented the USLP. You could use the four tenets of Conscious Capitalism to inform your response.
2. Consider the articles from this and the previous module. How might any of the ideas from these articles address issues in the case?
3. What actions should the company take now? Which of the three options identified at the end of the case would you recommend? Are there any other options?
4. What steps would be needed to implement your recommendation?

A strong case submission will not only answer the prompts but will skillfully and explicitly weave the ideas discussed during the course into the answers.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. <https://chat.openai.com/>"

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned to Canvas by 11:59 pm on the date due, unless otherwise noted. Incompletes will only be assigned under extremely unusual circumstances.

Assignments will receive an 8-hour grace period from the official due date/time. Assignments submitted up to two days late will be deducted 20%. Assignments after two days late will be deducted 40%.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- **The GPS Writing Center offers:**
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - **Research Help Guide** to help you start your research
 - The physical office is located on the third floor of the **Mission Valley Regional Center** off the student lounge
- **Academic Writing Resources Course**: Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **Watch a quick video run-through** and take time now to explore!
- **Tutoring**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

STATE AUTHORIZATION (⊗ FOR FULLY ONLINE COURSES ONLY)

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure

in the university Catalog. See [Graduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: “In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work.”

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student’s eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

USE OF TECHNOLOGY

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or

webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

There is no final exam in this course.

Course Summary:

Date	Details	Due
	Quiz Academic Honesty Verification Statement	due by 11:59pm
Mon May 6, 2024	Page Course Overview	to do: 11:59pm
	Page Module 1 Overview	to do: 11:59pm
Thu May 9, 2024	Assignment Week 1 - Introductions	due by 11:59pm
Sun May 19, 2024	Assignment Week 2 Reading Note: Friedman	due by 11:59pm
Thu May 23, 2024	Discussion Topic Week 3 Discussion: Corporate Social Responsibility	due by 11:59pm
Sun May 26, 2024	Page Week 3 Discussion Peer Responses Due	to do: 11:59pm
Thu May 30, 2024	Discussion Topic Week 4 Discussion: Conscious Capitalism	due by 11:59pm
Sun Jun 2, 2024	Page Week 4 Discussion Peer Responses Due	to do: 11:59pm
Thu Jun 6, 2024	Assignment Week 5 Debate Preparation Worksheet	due by 11:59pm
Thu Jun 13, 2024	Page Reminder: CSR Debate Initial Position Video Due	to do: 11:59pm

Date	Details	Due
Sun Jun 16, 2024	Page Week 6 Discussion Peer Responses Due	to do: 11:59pm
Thu Jun 20, 2024	Page Reminder: CSR Debate Rebuttal Video Due	to do: 11:59pm
Sun Jun 23, 2024	Discussion Topic CSR Debate	due by 11:59pm
	Page Reminder: CSR Debate Vote Due	to do: 11:59pm
Sun Jun 30, 2024	Quiz MBA Mid-Course Evaluation	due by 11:59pm
	Assignment Week 8 Reflection: Small is Beautiful	due by 11:59pm
Thu Jul 4, 2024	Discussion Topic Week 9 Discussion: Ownership and Purpose - B Corps and Benefit Corporations	due by 11:59pm
Sun Jul 7, 2024	Page Week 9 Discussion Peer Responses Due	to do: 11:59pm
Thu Jul 11, 2024	Discussion Topic Week 10 Discussion: Ownership and Purpose - Employee Ownership and Cooperatives	due by 11:59pm
Sun Jul 14, 2024	Page Week 10 Discussion Peer Responses Due	to do: 11:59pm
Thu Jul 18, 2024	Discussion Topic Week 11 Discussion: Value and Purpose	due by 11:59pm
Sun Jul 21, 2024	Page Week 11 Discussion Peer Responses Due	to do: 11:59pm
Thu Jul 25, 2024	Discussion Topic Week 12 Discussion: Applying CSR - Customers, Operations and Finance	due by 11:59pm
Sun Jul 28, 2024	Page Week 12 Discussion Peer Responses Due	to do: 11:59pm
Sun Aug 4, 2024	Assignment Week 13 Case Study - Download and Read	due by 11:59pm

Date	Details	Due
	Discussion Topic Week 13 Discussion: USLP at Unilever	due by 11:59pm
Thu Aug 8, 2024	Discussion Topic Week 14 Discussion: Applying CSR	due by 11:59pm
Sun Aug 11, 2024	Page Week 14 Discussion Peer Responses Due	to do: 11:59pm
Sun Aug 18, 2024	Assignment Week 15 Unilever Case Study Submission	due by 11:59pm
Sat Aug 24, 2024	Assignment Week 16: Final Thoughts	due by 11:59pm