



**Fermanian School of Business, MBA
BUS 619 — Corporate Social Responsibility
One Unit-Spring 2020**

Instructor: Michael Wiese	Phone: office- 619.849.3268, cell-765.425.0955
Delivery: Hybrid	E-mail: mwiese@pointloma.edu
Additional info: Face-to-Face meeting on 4/12, from 8:30a - 12:30p	Additional info: MBA Assistant Director: Carol Cho 619.849.2772, ccho@pointloma.edu

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).

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 1-unit class delivered over 14 weeks. Specific details about how the class meets the credit hour requirement is provided.

Assignments	Course Hours
Required Reading	13
Discussions	8
Assignments	8
Consumer Analysis	8
Face-to-Face Meeting	3
Total	40

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Mackey, John and Sisodia, Raj, (2013). *Conscious Capitalism*, Harvard Business Review Press

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

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. They include participation and credit for Face-to-Face class sessions.

Consumer Analysis: The purpose of this assignment is to experience corporate social responsibility from the consumer's perspective.

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.

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.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. There are resources for your Christian faith journey available at the [Graduate & Professional Student Spiritual Life web page](#).

For Mission Valley students there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

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 in reality 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 [Academic Policies](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

If you have a diagnosed disability, please contact Katie Rios in the Center for Student Success (CSS) within the first two weeks of class to demonstrate need and to register for accommodation by phone

at 619.563.2842 or by e-mail at krios@pointloma.edu. Ask your academic advisor or program director for any additional accommodation information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

At Point Loma Nazarene University, attendance is required at all scheduled classes. Adult Degree Completion courses are taught in the hybrid format, which means some class meetings will be face-to-face and some will be online.

Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week. (It may be any three days during the week.)

Face-to-face Portion of the Hybrid course

In blended or hybrid courses, if a student misses one face-to-face class then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.