



**Fermanian School of Business, MBA  
BUS 6019 — Corporate Social Responsibility  
One Unit-Spring 2021**

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<b>Additional info:</b> Face-to-Face meeting on 4/16 from 8:30a - 12:30p	<b>Additional info:</b> 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 5 weeks. Specific details about how the class meets the credit hour requirement is provided.

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

## **COURSE CREDIT HOUR INFORMATION**

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## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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

## **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 session.

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

Corporate Social Responsibility (CSR), a strategy that companies utilize to ensure its business activities positively impact stakeholders, whether through social, economic, or environmental effects, has proliferated throughout the marketplace over the past few decades and continues to gain momentum. Given the explosion of CSR in the marketplace, Tench and Yeomans (2009) suggest that corporate image is defined as a stakeholder's perception of an organization at one moment in time so a brand is only good as its consumers perceive it to be. As industry professionals, you may be asked to develop a CSR strategy for your respective companies. Regardless of how well you do in developing a strategy at the corporate level, it must make sense for the consumer.

Your task is to name two firms that you have a contrasting view of regarding their CSR position. Name one firm that you think you respect and one firm that you think you do not respect, in terms of the firm's CSR.

Here is what I want you to determine: Does examination of the firm confirm or undermine your initial impression from their reputation/image?

Use the website of these two firms and others sources of secondary information to respond to the question. Guiding question for your inquiry may include.

- What the CSR strategy is
- How the CSR strategy is communicated
- When do CSR activities/efforts take place
- Reasons of or purposes for a company's particular CSR focus

Consider Conscious Capitalism's four tenets as you review the information  
After reviewing your analysis, provide a written assessment of the CSR activities of each firm. Dig deep. Is their evidence of "greenwashing," publicity seeking and/or promotional exaggeration? Do the business practices align with the proclamations about CSR? Are the realities of what the firm actually does consistent with what your view the firm and your interpretation of what the firm should do/be like?  
The completed assignment should be written in APA style and formatted according to the sections as outlined below:

**INTRODUCTION** (2-3 paragraphs): Why did you select these two firms? What was your impression of them prior to your examination? How does your impression align with your personal view of "what is the CSR responsibility of the firm? What is your personal goal for this analysis? What do you want to figure out?

**ANALYSIS** (2-3 pages): In this section, you will provide an analysis of the company's CSR strategies and how they are communicated and executed. Consider the questions below to help guide your analysis (not all of these questions have to be answered). Provide relevant examples (provide hyperlinks or screenshots) found on the websites/secondary literature that compare/contrast the two firms.

What are the public-presentations of CSR strategies for each of the companies?

What is your understanding of each of the company’s CSR strategies?

Do each of the companies call their efforts CSR or something else? If something else, what is it?

Which area of CSR do each of the company’s strategies focus on? Employee, supply chain, community, environmental, or something else?

How do each of the companies communicate their CSR strategy? Is the CSR strategy communicated as a stand-alone issue or did you find that it is integrated into its products and services?

Does the CSR seem meaningful? Why or Why not?

**ASSESSMENT (1-2 pages):** Is the practice of each business, from evidences that you accessed, consistent with their proclamations? Is there evidence that they are what they say they are and are motivated by what you consider proper motives? Critique what they are doing. Be critical. In your opinion, does the company’s CSR strategy/focus appeal to your personal ethics and/or religious views? Why/why not?

**CONCLUSION (1-2 paragraphs):** Did your review and analysis affirm or contradict your initial impressions? What do you think of the firm now? Anything else you think is important for the reader to know about your process, findings, or insights?

Source: Tench, R. and Yeomans, L. (2009). Exploring Public Relations. Essex: Pearson Education Limited. CSR Consumer Analysis.pdf

**Assignment Points:**

Take a Position Paper	200
Consumer Analysis Paper	400
Discussions and Weekly Assignments	<u>400</u>

**Total points 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.

## **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, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

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.

## **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**

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. ([DRC@pointloma.edu](mailto:DRC@pointloma.edu) or 619-849-2486). The DRC's policies and procedures

for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

#### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking hybrid/blended courses are expected to attend each week of the course. Attendance is defined as logging into the course each calendar week to check on updates and announcements. In addition, students must participate in the academic graded activities during the calendar week the assignments/activities are due. Students must also attend all scheduled face-to-face meetings. Students who do not attend at least once in any given calendar week will be issued an attendance warning. Students who do not attend at least once in any two consecutive weeks in the online will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

### **USE OF TECHNOLOGY**

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In order to be successful in the online 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 compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

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

**FINAL EXAMINATION POLICY**

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There is no final exam in this course.

**COURSE SCHEDULE**

Refer to the Canvas course for a week-by-week breakdown of the requirements.

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<b><u>Week</u></b>	<b><u>Assignment</u></b>	<b><u>Due Date</u></b>
<b>1</b>	<b>Friedman Discussion Conscious Capitalism Chapter 1-4</b>	<b>April 1 April 4</b>
<b>2</b>	<b>Conscious Capitalism Chapters 5-12 Current Event Post</b>	<b>April 8 April 11</b>
<b>3</b>	<b>Conscious Capitalism Chapters 13-14 Take A Position Paper</b>	<b>April 15 April 18</b>
<b>4</b>	<b>Conscious Capitalism Chapters 15-18 Consumer Analysis Company Section</b>	<b>April 22 April 25</b>
<b>5</b>	<b>Consumer Analysis Paper</b>	<b>May 2</b>

