

Spring 2022

Meeting days: Online, April 22	Instructor title and name: Carsten Hennings DBA
Meeting times: Online, 8:30-12:30	Phone: 619.849.2667
Meeting location: Online, MV316	E-mail: chennin1@pointloma.edu
Final Exam: (day/time) N/A	Office location and hours: I can be reached by appointment for Zoom meetings

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 is an expression of faith. Being of Wesleyan heritage, we strive 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 can be provided upon request.

Assignments	Course Hours
Required Reading	9
Discussions	9
Assignments	14
Case Study	8
Total	40

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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

ASSESSMENT AND GRADING

Video Participation	50 points	<u>Grade Scale:</u>	
Discussions	275 points	A=93-100	C=73-76
Reading Notes and Reflection	325 points	A-=90-92	C-=70-72
CSR Debate	200 points	B+=87-89	D+=67-69
Case Submission	<u>150 points</u>	B=83-86	D=63-66
Total	1000 points	B-=80-82	D-=60-62
		C+=77-79	F=0-59

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in when they are due. In general, I assign a grade of 0 for any work submitted late without prior agreement or acceptable reason. Incompletes will only be assigned under extremely unusual circumstances.

Graded Course Components

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.

Reading Notes and Reflection: Three individual assignments will require careful interaction with one reading from the module.

CSR Debate: The CSR debate will take place during our face-to-face session. Student teams will debate three different views of social responsibility.

Case Submission: We will consider the case of Unilever – a company seeking to create a new vision of CSR for itself. Students will write a case report connecting the case with several readings on social purpose shared value.

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 or 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.

STATE AUTHORIZATION

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

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

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 online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded

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

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days 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

In order to be successful in your course, 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 for any online or hybrid classes. Please note that any course with online proctored exams require 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.

COURSE SCHEDULE AND ASSIGNMENTS

For more details and precise due dates, see Canvas.

Module	Topics	Assignments
Module 1	Course Introduction, Three Approaches to CSR	Discussion: CC Chapters 1-4 Reading Note: Friedman
Module 2	Conscious Capitalism	Discussion: CC Chapters 5-14 Reflection: Conscious Leadership
Module 3	The CSR Debate	Preparation: CSR Debate Worksheet CSR Debate
Module 4	Alternate Corporate Structures for CSR	Discussion: B Corps Reading Note: Gunther
Module 5	Social Purpose and Shared Value	Case Submission: Unilever