



COURSE OUTLINE

2017/2018

COURSE NAME: Social Responsibility and Sustainability

COURSE CODE: SMGT4481

COURSE DESCRIPTION

Social responsibility and sustainability initiatives have become a major differentiating factor for businesses and impact the way social and environmental issues are being addressed. Consumers are increasingly demanding companies to practice and communicate their Corporate Social Responsibility (CSR) and Sustainability activities as a key responsibility to stakeholders. This course will examine best practices in CSR and sustainability, particularly related to workplace practices, environmental stewardship, community involvement, and the marketing of these initiatives. It will also explore business models for supporting social and environmental outcomes. Students will acquire skills through analyzing ethical dilemmas in business and non-profit situations to improve outcomes.

Course Credits: 3.00

Pre-requisites: COMM3321

Equivalent Courses: JRSB481

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	<p>Evaluate CSR and sustainability concepts, trends and situations.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">Assess the strategic value of various business practices.Research emerging concepts and trends.Analyze internal and external environments.Evaluate the validity and generalizability of concepts and trends to new situations.
2	<p>Analyze innovative CSR business models.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">Examine the industry, regulatory and competitive forces for each business model.Research social enterprises and community economic development initiatives.Evaluate advantages and disadvantages to various progressive business models.
3	<p>Critique CSR claims and campaigns.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">Distinguish between leadership-driven and reputation-driven campaigns.Research cause-related marketing campaigns.Apply various frameworks (ex. Stages of Change Theory) and metrics.

4	<p>Communicate strategic solutions to sustainability-related business challenges to stakeholders.</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ Assess social and environmental impact objectives. ▪ Analyze social marketing potential such as upstream marketing and affective marketing. ▪ Compose a revised strategic and tactical action plan. ▪ Prepare financial contingencies plan. ▪ Design an implementation schedule.
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STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3 and 4	Discussions, Assignments and In-Class Activities	20%
1, 2, 3 and 4	Case Studies and Personal Reflection Papers	25%
1, 2 and 3	Exams	20%
1, 2 and 4	Strategic Research Report	35%
TOTAL		100%

COURSE COMPLETION REQUIREMENTS

Standard C or no less than 50%.

Students are required to maintain a minimum overall GPA of 2.3 (C+) in years 3 and 4 of their program.

STUDENT EQUIPMENT AND SUPPLIES

The JR Shaw School of Business highly recommends our students acquire and make use of a computer (laptop or tablet*) in and away from the classroom in order to successfully engage and complete JR Shaw curriculum.

Your computer will be used to access key learning resources critical to your success in the program and therefore must be in good working order. It is also important to have a battery with sufficient life to allow for use when a plug-in is not available, as your battery should be able to last throughout your daily schedule/classes. Replacement batteries can often be purchased to improve battery life on an existing computer.

At a minimum your laptop must meet the following requirements:

PC

- Windows 7 or higher
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

MAC

- OSX 10.7 or later
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

For tablets* the minimum Operating System requirements are as follows:

- Android - KitKat 4.4
- Apple - iOS8
- Microsoft - Windows 10

* Please make sure you have a dedicated keyboard and pointing device (mouse or stylus) to complement your tablet so you will not be disadvantaged when completing online activities, assignments, and assessments in and out of the classroom.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and other such activities may be used to support learning.

ADDITIONAL INFORMATION

Relevant academic and practitioner articles will be used extensively in this course.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: June 15, 2016

Curriculum Committee Review Date: September 06, 2016

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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Winter, 2017

ADDENDUM to NAIT Course Outline for SMGT 4481, Corporate Responsibility and Sustainability

Instructor Name	Anas Eljamal
Office Location	S111F
Contact	Tel: 781 791 8958 - email: anas.eljamal@keyano.ca
Office Hours	Monday, Tuesday and Thursday 12:00 – 1:00 p.m. Wednesday 2:00 – 3:00 p.m. Friday: 10:00 – 11:00 a.m.
Hours of Instruction	Tuesday 1:00 - 2:50 a.m. and Thursday 10:00 - 11:50 a.m.

Required Resources

Textbook: Sanders, Nada, Supply Chain Management: A Global Perspective (2012), John Wiley & Sons, Hoboken, NJ

More resources will be provided in class and on Moodle/

Performance Requirements
Student Attendance

Class attendance is useful for three reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Third, punctuality and meeting deadlines are essential indicators for good time management habits and for success working in any administration role. Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano

College 2015-2016 credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Specialized Supports

Counselling and Accessibility Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Exam Guidelines

PLEASE NOTE that the following Deferred Examination Policy is from NAIT. NAIT does NOT allow Supplemental Exams.

JR Shaw School of Business

DEFINITIONS

Accommodation Exams: Typically are scheduled for students with approved disabilities with the Services for Students with Disabilities (SSD).

Deferred Exam: Students unable to write an exam on the scheduled date and/or time due to illness or another serious reason (*documented circumstance*), a deferred exam may be scheduled for the student, upon approval as outlined below.

Immediate Family: Grandparents, parents, siblings, daughters/sons

Deferred Examination Policy

These guidelines apply to all deferred exams for daytime, evening, or online classes. **Students requesting an exam deferral should notify the JRSSB Business Information Centre as soon as possible in T300 or phone 780.471.8998**

1. Exams Rescheduled for Approved Documented Reasons

A. Students may be permitted to re-schedule exams for the following reasons, provided both the instructor and the Associate Chair/Chair are notified in advance of the scheduled exam AND appropriate “third party” documentation is provided to the appropriate Chair/Associate Chair within 3 business days of the start of the scheduled exam (e.g. a Monday exam would require documentation by Thursday, a Wednesday exam would require documentation by the following Monday). Weekend days and statutory holidays are **not** considered as business days.

Documented Reason	Appropriate Documentation
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Personal medical/illness situations	A completed <u>physician statement form</u> , which is located in the T300 Business Information Centre. (Medical notes must be provided by a doctor. Prescription pad doctor's notes indicating you were seen in the office are NOT considered appropriate documentation.)
Death in immediate family	Obituary and death certificate of the deceased family member, evidence that the deceased is immediate family, address and contact information of the funeral home/church handling the service, and travel itinerary as appropriate.
Wedding in immediate family	Original wedding invitation, evidence that immediate family is being married, and travel itinerary as appropriate.
Documented accident	Third party documentation that clearly indicates the specific date and time of the accident, as well as provides evidence that the nature of the accident prevented the student from taking the exam, as originally scheduled.
Circumstances approved by the Program Chair/Associate Chair	As deemed appropriate by the Chair/Associate Chair

NOTE: Work is NOT an acceptable reason to re-schedule an exam.

B. The missed exam is to be re-scheduled to the earliest possible alternate day and time. Online students writing externally have within 72 calendar hours of the scheduled on-campus writing to write the exam. Requests to write beyond this 72-hour period fall within the criteria in A.

C. **Students will pay a fee of \$150.00 for ALL deferred exams.**

2. Students Arriving Late to Exams

If an exam is written late (outside of the scheduled exam period) but on the same day the exam was scheduled, a minimum 20% penalty will be assessed. If the exam is written late due to a reasonable unforeseen event such as a documented accident or poor weather conditions, the Program Chair/Associate Chair may waive the late penalty.

3. Exams Not Written Due to Approved Reasons

If it is not possible for a missed exam to be rescheduled, the Program Chair/Associate Chair in consultation with the course coordinator/instructor will decide on the appropriate action to take to make up for the missed marks.

4. Quizzes Missed or Written Late

Students may be permitted to re-schedule quizzes or have their missed grade reallocated to subsequent assessments, provided the appropriate "third party" documentation (as shown in the table above) is provided to the instructor with reasonable notice. The course instructor will make the decision regarding the approval/disapproval of the quiz deferral, as well as the method in which the student will make up the marks missed.

Topic Outline

Refer to NAIT course outline attached to this document and found on Moodle.

Authorization

This course outline has been reviewed and approved by the Program Chair.

A handwritten signature in black ink, appearing to read "Anja J..." with a long horizontal flourish extending to the right.

Name, Instructor

Business Chair

Date Authorized

Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office