



EFFECTIVE: SEPTEMBER 2010 CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **September 2010**

B. Department / **Commerce & Business Admin. /** Revision New Course
 Program Area: **Marketing**

If Revision, Section(s) Revised:
 Date of Previous Revision:
 Date of Current Revision:

C: **MARK 3280** D: **Sustainability & Corporate Social Responsibility** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course provides students with an introduction to the concepts of sustainability and corporate social responsibility in a business context. The course takes a managerial perspective, and incorporates a global orientation. Topics like the triple bottom line, global warming, the product life cycle, and carbon neutral are covered. Students are urged to embrace the belief that corporations need to be socially responsible, as well as sensitive to environmental concerns.		
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: MARK 1120 and BUSN 1210 (or special permission by instructor)	
	I: Course Corequisites: Nil	
	J: Course for which this Course is a Prerequisite	
	K: Maximum Class Size: 30	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

M: Course Objectives / Learning Outcomes

The overall objective of this course is to provide the student with a solid working knowledge of the emerging importance of sustainability and social responsibility as business considerations, and to understand how they are integrated into the vision and planning of the firm. On successful completion of the course, the student should:

1. Possess an in-depth understanding of the triple bottom line and how all three of its elements are equally important
2. Understand the concept of sustainability, and how corporations might comport themselves in a sustainable manner
3. Understand who are all of the stakeholders, and how they are affected by the actions of corporations
4. Be able to demonstrate the different ways that concerns for the environment are demonstrated
5. Comprehend the different ways to measure how corporations affect society and the environment
6. Understand the whole product life cycle and how the stakeholders are affected by it
7. Understand global warming and how all stakeholders can play their part to prevent it
8. Know what it means to be carbon neutral and the steps that can be taken to get there

N: Course Content:

- Important arguments in developing sustainable business practices
- Objectives of sustainability from a business perspective, and from a social perspective
- Metrics for sustainability
- Natural resources used in industry, and the social and environmental implications of their use
- Motives for businesses to conduct themselves in a sustainable manner
- Economic, societal, and environmental factors that drive business decisions
- Triple Bottom Line
- Corporate social responsibility, and the different stakeholders, local communities, and international communities that are affected by what corporations do
- Standards and regulations for CSR – the challenges
- Green marketing, green Consumers
- Eco-efficiency; how saving energy and reducing waste makes sense for businesses
- The product life cycle from a sustainability/corporate social responsibility perspective
- Cradle 2 Cradle concepts and considerations
- Global warming; the Greenhouse Effect
- Arguments in favour and against radically altering the world as we know it to avoid climate change
- Carbon neutral; Carbon offsetting; Cap and Trade; Carbon Tax
- Benefits both corporations and individuals derive from reducing their carbon footprints
- Political and international issues in sustainability/corporate social responsibility

O: Methods of Instruction

Lectures will be used to introduce specific areas of study and to provide background information. Case studies, discussions and videos will constitute the framework and focus of much of the course. Students will learn through analyzing business situations and sharing ideas in class.

P: Textbooks and Materials to be Purchased by Students

Strategic corporate social responsibility: stakeholders in a global environment by Werther & Chandler 2008

The debate over corporate social responsibility, Steve Kent May, George Cheney, Juliet Roper 2007

Corporate social responsibility and international development Michael Hopkins 2007

or equivalent materials

Q: Means of Assessment

Term tests	25%
Midterm Examination	20%
Cases, projects	25%
Participation	10%
Final Exam	20%
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes

Course Designer(s): **C. Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar: **Ted James**