

ENBUS 411 Corporate Social Responsibility

Course Instructors:	Jeffrey Wilson EV3 4049 Evolv1 Room 1003	E-mail: jeffrey.wilson@uwaterloo.ca Phone: (519) 888-4567 ext.40049 Office hours: Monday, 12.30PM to 2:15PM/ 5:30-6:30PM (or by appointment)
Class Time / Location:	Monday, 2:30-5:20pm	Room: Make Change Classroom, Evolv1 room 1012. 420 Wes Graham Way, Waterloo, ON.

Course Description

This course is an examination of Corporate Social Responsibility (CSR) in practice. Students will investigate the ways in which global – but also local - ‘firms’ pursue business processes in socially and environmentally responsible ways. The course adopts an applied, forward-looking, and solutions-oriented perspective, and aims to equip upper-level students with the critical thinking and reflective management practice skills necessary to respond effectively to the widespread CSR challenges facing managers today. Given the breadth of material encompassed within the scope of CSR, students will initially be exposed to subset of CSR topics through a series of traditional lectures, then be more fully engaged via a Team-Based Learning (TBL) format. In the process, students will also be exposed to peer learning, and true “constructive” feedback.

Learning Objectives

By the end of this course, students should be able to:

- Describe how global environmental, social, and economic trends are shaping the context for management practice
- Demonstrate familiarity with a range of CSR concepts, models, practices, and measures
- Comprehensively evaluate current CSR efforts within organizations across different functional areas
- Develop students’ ability to critique and evaluate evidence, and come to a team consensus
- Expose students to a new type of *active* learning that goes beyond *passive* lectures
- Explore course concepts for a ‘real world’ application to enhance learning
- Develop students’ interpersonal, team interaction and constructive feedback skills
- **Have students enjoy the course**

Course Management

The course will be managed via LEARN. It is imperative that you visit LEARN regularly for notices and updates.

Required Text and Readings

For each class, there are a set of readings that introduce and support the materials to be covered that week. Links to electronic readings will be accessed through the course LEARN site by week.

Required Laptop

A laptop is required for this class. If you do not have a laptop, the MAD computer lab has a loan program where you can borrow one for the term (<https://uwaterloo.ca/environment-computing/services/equipment-loans>).

Electronic Communication Policy

E-mail: All electronic communication should be sent through LEARN. The instructor will try to reply to inquiries from students within 3 business days. Please ensure that you include the course number (ENBUS 411) in the subject line, as well as a meaningful descriptor of the topic of your inquiry. Make sure you consult the course outline/syllabus and other course materials before submitting inquiries.

Cell phones and other mobile devices: Please make sure that cell phones and other similar devices are turned off while in class.

Course Structure

Have you had the experience and sitting through lectures, taking notes, cramming for exams, then promptly forgetting everything you supposedly “learned”? Dr. Wilson had this same experience as a student, but believes there are much better ways to teach than by passive lectures, especially in our rich open source “information” era. This class will adopt a collaborative learning format based on “Team-based Learning” techniques. **This course will require a high-level self-directed learning, participation and commitment to working in teams.**

Student Evaluation

Global dimensions of CSR post JANUARY 19	10%
TBL Assignment 1 (20%) FEBRUARY 3	
▪ Knowledge readiness (individual)	5%
▪ Knowledge execution (group)	10%
▪ Knowledge reflection (individual)	5%
TBL Assignment 2 (20%) MARCH 9	
▪ Knowledge readiness (individual)	5%
▪ Knowledge execution (group)	10%
▪ Knowledge reflection (individual)	5%
TBL Assignment 3 (30%) MARCH 30	
▪ Knowledge readiness (individual)	5%
▪ Knowledge execution (group)	20%
▪ Knowledge reflection (individual)	5%
Team Participation and Maintenance (20%)	
▪ Formative peer evaluation	10 %
▪ Summative peer evaluation	10 %

The team application activities will be initiated in class and will include brief team and individual written submissions. **Because of this, class attendance, coming to class prepared, and contributing effectively to your group is obviously key to passing this course.** In exchange for coming to class ‘ready’ and being engaged, this course does not involve any midterm exams or lengthy term papers.

Students who miss class without a properly documented medical emergency will not be able to earn any of the marks associated with that class. Dr. Wilson also reserves the right to fail or reduce a student’s overall grade in the case of poor attendance, poor peer evaluations, or other behaviours that jeopardize group performance.

Peer evaluation is essential to successful TBL, giving students an important opportunity to give and receive constructive feedback on things like preparation, performance and contributions to team functioning. The first “Formative” evaluation is forward-facing, focusing on improving future performance, group processes and productivity, and is conducted ~1/3 of the way through the course. Teams always become a much better functioning and problem solving team following this. The second “Summative” evaluation is backward-facing, providing a measure of past performance in confidence to the professor.

Tentative Schedule

A proposed schedule of course activities by week is available on the LEARN site under course content. Dr. Wilson reserves the right to adjust dates and/or topics as needed. All modifications/updates will be posted in advance on the LEARN site.

Preparing Course Work: Referencing, Citations and Writing

Students are expected to present all of their work (written, oral) in a professional manner.

When referencing the work of others, be consistent in the style you choose. There are several different referencing and citation styles that are used when preparing written work in a university setting. Two of the most common formats used in this field are: the APA (American Psychological Association) style and the Council of Science Editors (CSE) style. The reference section in Dana Porter Library has hard copies of the complete style guides and there are many guides available on-line as well.

Grading and Late Policy

Grading expectations: The following table provides students with a basic guideline to grading in this course.

Mark/100	Expectations/Requirements
>90	Exceptional. Demonstrates a very strong grasp of subject matter and underlying substantive material. Few or no technical errors (typos, spelling, grammar). Clarity in writing style; coherent structure and flow; a degree of true originality; appropriate reference to source materials; paper presents a coherent and persuasive point of view.
80 to 90	Very good. Demonstrates a strong grasp of subject matter and underlying substantive material. Few technical errors; appropriate reference to source material; some attempt at originality; perhaps a few unreferenced points; paper well structured.
70 to 80	Good. Demonstrates solid understanding of material; few technical errors; well referenced.
65 to 70	Satisfactory. Demonstrates a basic understanding of material; some technical errors; some structure; some missing or inappropriate references.

50 to 65	Marginal. An unacceptable number of technical errors; little attempt to present coherent viewpoint; demonstrates a weak or superficial understanding of material; inappropriate or missing references; lack of structure
< 50	Inadequate

Faculty and University Requirements

Academic integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check [the Office of Academic Integrity](#) for more information.]

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check [the Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

Appeals: A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#).

Note for students with disabilities: [AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with [AccessAbility Services](#) at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Intellectual Property: Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or used by the instructor with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a student's educational experience. However, sharing this intellectual property without the intellectual property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).

Recording lectures: Use of recording devices during lectures is only allowed with explicit permission of the instructor of the course. If allowed, video recordings may only include images of the instructor and not fellow classmates.

Posting of videos or links to the video to any website, including but not limited to social media sites such as: facebook, twitter, etc., is strictly prohibited.

Mental Health: The University of Waterloo, the Faculty of Environment and our Departments/Schools consider students' well-being to be extremely important. We recognize that throughout the term students may face health challenges - physical and / or emotional. **Please note that help is available.** Mental health is a serious issue for everyone and can affect your ability to do your best work. Counselling Services <http://www.uwaterloo.ca/counselling-services> is an inclusive, non-judgmental, and confidential space for anyone to seek support. They offer confidential counselling for a variety of areas including anxiety, stress management, depression, grief, substance use, sexuality, relationship issues, and much more.

Religious Observances: Students need to inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.

Unclaimed assignments: Unclaimed assignments will be retained until one month after term grades become official in Quest. After that time, they will be destroyed in compliance with UW's [confidential shredding procedures](#).

Communications with Instructor Teaching Assistants: All communication with students must be through either the student's University of Waterloo email account or via Learn. If a student emails the instructor from a personal account they will be requested to resend the email using their personal University of Waterloo email account.

LEARN: Users can login to LEARN via: <http://learn.uwaterloo.ca/> using your WatIAM/Quest username and password.