

ENBUS 411 Corporate Social Responsibility

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Class Time / Location: Online, asynchronous

Online Office hours: Tuesday, 1:00PM to 2:00PM or by appointment

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 a subset of CSR topics through a series of traditional lectures, then be more fully engaged via Active Learning and Team-Based Learning (TBL) formats. In the process, students will also be exposed to peer learning and self-led learning.

IMPORTANT

An asynchronous online format requires a lot of self-direction and motivation. If taking this course is not right for you at the moment, do not rush into it. Put yourself in a better position to succeed at a later time.

If you CANNOT AGREE WITH THE FOLLOWING STATEMENTS you may wish to postpone taking ENBUS 411 in WINTER 2021:

- 1) I learn well in an asynchronous online format
- 2) My schedule and learning preferences will allow me to effectively work in a team
- 3) I am a self-directed learner and can succeed in modular course format
- 4) I am able to handle additional school related stress in my life at the moment

Learning Objectives

- 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
- Engage in 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
- **Enjoy the course**

Course Schedule

The course will be managed via LEARN. A proposed class plan of course activities is available on the LEARN site under course content. Go over the class plan carefully. 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.

Course Structure

Have you had the experience of listening to lectures, taking notes, cramming for exams, then promptly forgetting everything you supposedly “learned”? Prof. 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 “Active Learning” techniques and collaborative learning using “Team-based Learning” for two of the modules. **This course will require a high-level of self-directed learning, participation and commitment to working in teams.**

The course will be delivered in four modules. For each module you will complete a readiness assurance quiz to confirm you have reviewed learning materials and complete a practice based learning (PBL) assignment. The practice based learning assignments for modules 2 and 3 will be done in teams.

- **Module 1: Intro to CSR / Global dimensions**
Begins January 18th, Ends January 31st (2 weeks)
- **Module 2: CSR 1.0 – Greenwashing and corporate flattery**
Begins February 1st, Ends February 14th (2 weeks)
- **Module 3: CSR 2.0 – Leaders**
Begins February 22nd, Ends March 14th (3 weeks)
- **Module 4: CSR 3.0 –Transformational change**
Begins March 22nd, Ends April 4th (2 weeks)

Modules will be **released by noon on respective start dates**. In addition, at the start of each week, I will post an audio weekly check in. It is important that you listen to these as I will be making announcements, commenting on course progress, and addressing questions that would benefit the entire class.

It is expected that you stay on top of course requirements. **You are the leader of your learning. In two modules, you will be part of a team.** You must be prepared to work in **TEAMS** and lead our **OWN** learning experience. If not, this is likely not the best class for you.

The modules will be organized using the following headings:

Knowledge accumulation

- Read, Watch, Listen
- Lectures

Knowledge assurance

- Quiz

Knowledge execution

- Practice based learning assignment

Student Evaluation

Module 1, Global dimensions of CSR

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|--|-----|------------------------------|
| ▪ Knowledge readiness (quiz) | 5% | due January 27 th |
| ▪ Knowledge execution (PBL assignment) | 10% | due January 31 st |

Module 2, CSR 1.0 (20%)

- | | | |
|--|-----|-------------------------------|
| ▪ Knowledge readiness (quiz) | 5% | due February 10 th |
| ▪ Knowledge execution (PBL assignment) | 20% | due February 14 th |
| ▪ Team accountability | 5% | due February 21 st |

Module 3, CSR 2.0 (20%)

- | | | |
|--|-----|----------------------------|
| ▪ Knowledge readiness (quiz) | 5% | due March 10 th |
| ▪ Knowledge execution (PBL assignment) | 20% | due March 14 th |
| ▪ Team accountability | 5% | due March 21 st |

Module, CSR 3.0 (30%)

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|---|-----|----------------------------|
| ▪ Knowledge readiness (quiz) | 5% | due March 31 st |
| ▪ Knowledge execution ((PBL assignment) | 20% | due April 4 th |

Note: the readiness quizzes are due on the Wednesday prior to the module end date. The practice based learning assignments are due on the end date. All assignments are due before midnight on respective dates.

Tea Time

Asynchronous learning can be lonely. As an instructor it is strange not getting to know the students in the class. Tea time is an opportunity for us to get to know a little bit about each other. Over the term, we will have tea together twice. Tea time will happen in small groups (which coincidentally will overlap with your TBL teams). The sessions are open. You can ask questions about the course or simply see it as time to chat. The tea time sessions will be held on **February 2nd** and **February 23rd**. Specific times will be set once we know time zones of students.

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 syllabus/plan and other course materials before submitting inquiries.

Grading and Late Policy

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

Late assignments will be penalized 10% per day. Assignments will be marked within two weeks. Once marks are returned, you have one week to follow up on your mark. After that point, marks will be closed.

Mark/100	Expectations/Requirements
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>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

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.

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.