

BASD 501

Corporate Social Responsibility

Term 1 (Sep 02, 2008 to Oct 11, 2008)

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Dates: Mon. & Wed Times: 8:00AM – 10:00 AM Location: IBLC 155

Required Reading Material: as assigned
Recommended Reading Material: as assigned
Course Package: No WebCT? Yes

Introduction (or Module Description):

This course is designed to engage students in a dialogue of Corporate Social Responsibility through a series of discussions based on reading assignments, case analysis and/or company presentations. The course will begin with an overview of where CSR is today. It accepts that the CSR movement linking business and sustainability has already moved past the innovator stage and is currently well entrenched in the early adoption stage; in terms of the environment it may even have progressed to early majority. We will first explore the current status of CSR both in Canada and globally. It will then shift to how to measure a firm's commitment to sustainability with a focus on the GRI G3 (Global Reporting Initiative) approach. The final two sections will focus on how to implement CSR in a firm both in a practical day to day basis and strategically. Topics could include CSR for SME's, credibility of CSR and/or the future of CSR. Topics will be chosen in collaboration with the class.

This course is a current course and topics may change based on global happenings and the background and level of knowledge of the class. Success depends on student participation, and student interests will drive some of the topics and situations that are considered and discussed.

Course Objectives:

After successfully completing this course, students will be able:

- To explain the evolving meaning of Corporate Social Responsibility means
- To recognize the need for environmental, social and economic commitments in a firm's core strategy
- To assess major sustainable development challenges facing businesses today;
- To identify real-world CSR best practices and to reflect on how those might be more broadly applied
- To critically analyze how a firm can be proactive to best position themselves to either avoid public CSR issues or withstand the public scrutiny with minimal risk
- To link CSR strategy, action, measures and communication (reporting)
- To think long term in proscribing current and future firm related CSR actions

Course Evaluation:

Method	Weight	Due at start of:
Professionalism and participation (individual) (includes articles for sharing with class)	15%	Classes 1-10
Presentation (3minutes) and 2 pager on web site, organization etc	15%	Class 4
First company report – current assessment (group)	25%	Class 6
Oral presentation combining information from first and second company report (group)t	20%	Classes 9 & 10 (if necessary)
Second company report – strategic assessment and gap analysis (group)	25%	In lieu of final exam

Preparation for the first class:

Please complete all the readings assigned for Class 1

Readings Schedule (to be read before class) Most are available on line through the UBC library web site:

Class 1	<p>Topic CSR in today's business environment Henriques, CSR in a Global Economy, 2008 available on the web site The following readings are from January 17th 2008 edition of the economist Economist – Going global – CSR is spreading around the world. but in different guises The next questions – Does CSR work? Economist – A stitch in time – How companies manage risks to their reputation, Economist – Do it right – Corporate responsibility is largely a matter of enlightened self-interest Sources and Acknowledgements</p>
Class 2	<p>Topic CSR and Strategy Michael E. Porter and Mark R. Kramer, "Strategy and society: The link between competitive advantage and corporate social responsibility", Harvard Business Review, December 2006 (pages 78 – 92) The Global Compact at http://www.unglobalcompact.org/ and read About the GC (top menu) and then The Ten Principles (menu on left)</p>
Class 3	<p>Topic CSR Tracking and Communication Henriques CSR Reporting Mechanisms 2008 available on the web site The following readings are from the Global Reporting Initiative http://www.globalreporting.org/Home About GRI (menu to left) – read What we do and Who we are Reporting Framework (top menu) G3 Guidelines (G# quick reference sheet (PDF)) just before part 1</p>
Class 4	No assigned readings – presentations on web sites

Class 5	<p>Topic Implementing CSR from low hanging opportunities to integration in daily operations</p> <p>Ian Davis, 2005 The biggest contract in the The Economist May 26 2005 Doing Business with the World 2007 WBCSD Introduction, Education and Training, Health, Trade (scan and focus on social responsibility in global operations) Corporate Sustainability: Its all about survival http://www.greenbiz.com/feature/2008/06/23/corporate-sustainability-survival?mode=one</p>
Class 6	No assigned readings
Class 7	<p>Topic Implementing CSR from low hanging opportunities to integration in daily operations</p> <p>The state of responsible business: Global corporate response to environmental, social and governance (ESG) challenges by Ethical Investment Research Services (EIRIS) http://www.eiris.org/files/research%20publications/stateofrespbusinesssep07.pdf Executive Summary only PowerPoint Presentation with file titled "Cohen low hanging Jan 08" on website</p>
Class 8	<p>UN Global Compact Workshop Report April 2-3 2008 "Meeting Stakeholders Expectations" at http://www.unglobalcompact.org/docs/communication_on_progress/Geneva_2008/COPworkshop2008_May.pdf with a focus on the material on reporting PowerPoint Presentation titled G3 on web site</p>
Class 9	TBA
Class 10	TBA
Week 6 – (Exam Week, no regular classes)	No final examination, final report due on Monday October 6 in electronic format (readable in MS Word 03) by 5:00 PM.

Additional Readings

Supply Chain Management and Sustainability

<http://www.nzbcscd.org.nz/supplychain/content.asp?id=241>,

The Sustainable Supply Chain by Daniel Mahler, AT Kearney in Supply Chain

Management Review 11/1/2007 <http://www.scmr.com/article/CA6504627.html>

While every attempt will be made to keep to this schedule, the instructor reserves the right at all times to make changes in the material to be covered including, but not limited to, the cases and the reading material. The MBA Office reserves the right to change the location and time of the module. Advance notice of changes will be provided on WebCT.

Assignments (example of first major report)

First Company Assignment

You (2-3 students) are an external consulting firm hired by a special committee set up to explore CSR and its future impact on business. This special committee consists of the firm's operating committee, selected Board members who have specifically requested this report and several members of the financial community (target audience). The client is looking for a Summary Report and not a lengthy presentation of information that they already know. This report is the first of two that will set the direction for the Company's sustainability activities over the short and long term.

You need to provide a current assessment of this company in terms of corporate social and environmental responsibility. Deliverables include a summary report (no more than 10 pages) that will provide a snapshot of where the firm (and its industry sector) is today in terms of CSR with some explanation of how it arrived there. Content for this assignment could include:

- ⇒ an assessment of the firm's industry sector and its exposure to environmental and social issues (i.e. external pressures to all firms in that sector)
- ⇒ background and basic business information on the company
- ⇒ overview of firm's current social and environmental policies and activities
- ⇒ current and future risks inherent in growing CSR movement
- ⇒ potential of industry sector being targeted due to social and environmental pressures
- ⇒ a SWOT of the firm (and industry sector) to growing CSR movement

Remember your target audience and DO NOT just regurgitate information from their own company reports and web sites.

The Layout

- ✪ please use 1.5 line spacing
- ✪ please keep the font at least TimesNewRoman 11, Arial 10 or equivalent size
- ✪ please keep margins to 2.5 cm top, bottom, left and right
- ✪ please provide an electronic copy (email, or memory stick) since I read and grade on screen and will return the paper electronically using track changes
- ✪ please use Microsoft Word or software that can be opened in MS Word
- ✪ please include a complete list of sources of information
- ✪ please incorporate all figures and tables in the report
- ✪ some point form is acceptable
- ✪ make sure to have a cover page, table of contents and proper headers and footers for a business report

Grading Rubric for Summary Report

	90 – 100	80-89	68-79	60-67	<60
Content and professionalism 1/3 of grade	Extremely professional without the use of excessive jargon. Appropriate in content and language for target audience Covers all (and only) significant material.	Excellent, thorough & appropriate for target audience. Covers almost all significant material.	Sufficient for course work but not target audience. Covers most significant material.	Barely adequate for course work but not for target audience. Only covers some of the significant material.	Level of work, analysis, and presentation is not of sufficient quality to justify a passing grade.
Presentation including grammar and clarity 1/3 of grade	Exquisite presentation ready for publication and distribution Superb organization and writing, direct style, no misspellings or grammatical errors.	Professional presentation requiring only minor edits for publication. Most of the organization and writing is very good with no misspellings or grammatical errors.	Adequate but shortcomings in presentation, language, organization, spelling, grammar, &/or overall effect.	Unprofessional presentation, problems with organization, spelling, grammar, &/or overall effect.	Quality of presentation below minimum standards for passing grade.
Assessment & Analysis 1/3 of grade	Insightful assessment & analysis demonstrating critical thinking (independent analysis based on logical arguments and factual information) Broad sources of information.	Effective assessment & analysis with some critical thought. Good sources of information.	Adequate assessment & analysis with little critical thought & some gaps in information. Limited sources of information (e.g. all from company reports)	Weak assessment & analysis with little critical thought & information gaps Only a few sources of information.	Superficial assessment with major gaps of information and no critical analysis. Only a few sources of information.

Other Assignments will be posted on the web site.