

BUSN 1701: Corporate Citizenship

Section H01, Spring 2019

Thursday 1:00-2:15 PM

Friday 381

Instructor: Zack Lord, Assistant Director of Professional Development and Honors Programs

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Office Hours: 8:00-4:00

Course Description

This course is an experiential learning course which examines the relationship between corporate citizenship and service to one's community. Lectures, readings, and seminars explore the historical, ethical, and economic foundations of service in business, highlighting issues such as corporate giving, environmental impact of business decisions, and industry professionalism. Students will also prepare for 40 hours of non-profit service for Practicum II.

The expectations and policies set forth in this syllabus for Business Honors Practicum I are intended to create a productive learning environment for all students. Before continuing in this course, please carefully read this document in its entirety. If you feel that you are unable to comply with these expectations and policies, you risk losing the opportunity to participate further in this course and BHP.

Prerequisites:

Member of the Business Honors Program

Required Text:

Materials will be given on an as needed basis. Please check Canvas regularly for readings.

Course Objectives:

Students will...

- Understand corporate responsibility and its relationship to community service
- Examine community issues and both the individual and corporate response
- Expand and enrich their understanding of values, ethics, culture, and current events
- Create an awareness of the various volunteer opportunities in the area
- Develop research and presentation skills
- Prepare for active volunteerism both individually (Practicum II) and as a class (Practicum III)

Professional Dress:

Professional dress is required on days that you are presenting to the class, unless otherwise noted by the instructor.

Classroom Conduct and Learning Process:

The purpose of the BHP practicum sequence is to provide a unique experiential learning opportunity for Honors students as they engage in a lab-type atmosphere where students can practice and develop key skills. This is a small class designed for active participation and learning. The subjects explored may require students to be comfortable with ambiguity as we learn from each other.

The majority of this course will take place in a traditional, face-to-face classroom setting. Attendance and participation is critical for your success and is part of your final grade.

Academic Integrity:

All students are expected to know and abide by the UNC Charlotte "Code of Academic Integrity" as described online in the UNC Charlotte Catalog. Students found in violation may be subject to failure of the assignment, exam, and/or course.

Electronics Policy:

In order to create an active and engaging learning environment, all electronic devices are prohibited during class, except during emergencies or when permitted with instructor approval. Students who choose to violate the electronics policy may be asked to leave class and lose participation and/or attendance points for the day.

Technical Requirements:

Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Students (and student groups) can use the Canvas platform for discussions. Students are also expected to read their UNCC email on a regular basis. If you have any technical questions and/or problems, contact UNCC Information and Technology Services.

Diversity Statement:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Disability Services:

Students in this course seeking accommodations due to disabilities, must first contact the Office of Disability Services, and follow the instructions of that office for obtaining accommodations.

Syllabus Modification:

The standards, requirements, and dates in this syllabus may be modified at any time by the course instructor. The instructor will provide notification of changes by announcement in class or email.

Attendance:

Attendance is critical to your success in this course and is part of your grade.

If you cannot attend a class due to illness or unforeseen circumstances, please contact the instructor immediately to discuss arrangements. Alternative assignments will possibly be made so that you can complete the course requirements, but are not guaranteed. Failure to notify your instructor at least 24 hours before an absence may result in the absence not being excused and points being deducted from the final grade.

In consideration of your fellow classmates and the instructor, please arrive to class on time. Please be advised that students who arrive late or leave class early will have points deducted from their attendance and participation grade.

Grading scale:

A 90-100

B 80-89

C 70-79

D 60-69

F 59 and below

There will be NO rounding up of final grades. NO LATE WORK WILL BE ACCEPTED.

ASSIGNMENTS

Unless otherwise stipulated, graded assignments will consist of the following:

Assignment	Points
Team-Led Case Study Presentation and Outline	500
Current Event Assignment	150
Final Exam: Executive Summary and Oral Presentation	250
Class Participation and Attendance	100
TOTAL	1000

* Additional information will be provided for these assignments.

Tentative BUSN 1701 Course Schedule

	Date	Topic	Notes
1	1/15	Syllabus Discussion, Introduction to Course	
2	1/22	Research on Corporate Social Responsibility Guest Speaker: Dr. Ted Amato	Due: Read The Economist "Just Good Business: A Special Report on Corporate Social Responsibility"
3	1/29	Managing and Implementing CSR: Vision and Leadership, Corporate Culture Evolution of CSR: Economic, Social, and Environmental Responsibility	Current Event Discussions will begin- Students will select presentation dates in advance Due: Read current event
4	2/5	Guest Speakers: Belk College Alumni Council	
5	2/12	CSR on the Global Stage Guest Speakers: BHP Students	Due: Read GERN "Corporate Citizenship Around the World." Note you will be assigned certain sections from this document. Due: Read current event
6	2/19	Group Check-In	Bring your laptop to class *Review the ettain group website. Submit at least 2 questions for the speakers on Canvas
7	2/26	Group Advising	Bring your laptop to class.
8	3/5	Guest Speakers: ettain Group	
9	3/12	No Class- Spring Recess	Spring Recess- NO CLASS MEETING
10	3/19	Group Presentation	Due: Read current event and case study
11	3/26	Group Presentation	Due: Read current event and case study

12	4/2	Group Presentation	Due: Read current event and case study
13	4/9	Guest Speakers: TBA	
14	4/16	Group Presentation	Due: Read current event and case study
15	4/23	Group Presentation	Due: Read current event and case study
16	4/30	Group Presentation	Due: Read current event and case study
	5/7	FINAL EXAM PERIOD (11:00am-1:30pm): Executive Summary and Oral Presentations	DUE: Executive Summary and Oral Presentation