

## **MBA575: Corporate Social Responsibility**

### **School of Business and Management**

Partnership version with:  
University of International Business/Economics  
Beijing, China

3 Credits  
Effective: 1/1/2023  
Grading Type: Decimal

*Access to the Internet is required.*

*All written assignments must be in Microsoft-Word-compatible formats.*

*See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

## Faculty Information

Professional experience information for instructors is found under *Syllabus*, *Schedule*, and *Course Team* in the online course menu.

## Contact Information

Contact information for instructors is found under *Syllabus*, *Schedule*, and *Course Team* in the online course menu.

## Course Description

As current and future business leaders, students require the vocabulary to discuss sustainability and the obligations of business participation in environmental and social response to global, industry-wide, regional and local challenges and opportunities. This course introduces the frameworks and current forums where global businesses engage in sustainability strategies and tactics, including sources for common metric systems and industry standards.

Through completion of course activities and discussions, students will understand and practice approaches to identifying and aligning sustainability stakeholders, defining corporate social responsibility and sustainability strategies, and for planning specific tactics to deliver on those strategies for operational benefits.

## Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the *Reading List* link in your online course as well as from the library homepage (“Find Your Reading List” button).

**Note:** Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

## Course Outcomes

This course will prepare students to:

- Identify vocabulary and stakeholders associated with sustainability and corporate social and environmental responsibility.
- Define strategic elements and roles that enable sustainability-related objectives and goals within an organization.
- Evaluate measures used to identify successful implementation of sustainability strategies.
- Practice defining and designing strategies to implement/update business practices that are sustainable and socially responsible to realize internal and external expected benefits.

## Core Concepts and Skills

- Business and Environmental Systems
- Corporate Social Responsibility
- Sustainability and Sustainable Development
- Value Chain/Value Streams
- Introduction to Environmental, Social and Governance (ESG) reporting
- Sustainability Portfolio Management
- Change Management/Readiness

## Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, shown below and also found in the current [University Catalog](#).

Grading rubrics with details on how each assignment will be graded are shown below and located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

### Graduate Values

	Exceeds Standard	At Standard	Approaching Standard	Below Standard
Overall Score Row Value	92	85	75	0
Value Range	100-92	91-85	84-75	74-0
Decimal Range	4.0-3.7	3.6-3.0	2.9-2.0	1.9-0.0

# Course Assignments and Grading

Overview of Required Assignments	% of Final Grade
Large Team Analysis and Presentation	35%
Small Team Analysis – Executive Brief	35%
Instructor Determined Assignments	30%
<b>TOTAL</b>	<b>100%</b>

## Large Team Analysis and Presentation (35% of Final Grade)

**Summary:** Based on information covered in the course, the UIBE cohort teams will each select an **organization** or **industry** of shared interest. The team will prepare and deliver a 15–20-minute presentation with the purpose of requesting approval for further feasibility study of a portfolio of sustainability projects the student team recommends for consideration by the organization or industry’s decision-making stakeholders.

### Assignment Specifics:

- **Presentation:** 15-20 minutes long presentation of approximately 10 slides in MS PowerPoint proposing further study of a recommended set of projects to make progress on goals relating to sustainability, submitted to the online learning environment, due by the date shown in the Course Schedule.
  - Each team will deliver their presentation via Zoom for 15-20 minutes (speaking parts for all members) and then reserve 5-10 minutes for questions from instructor and fellow students for a total of approximately 30 minutes per team.
  - Presentations are expected to be approximately 10 slides (including titles and transitions), managing depth and pace to the time provided.
- **Purpose:** To gain approval and resources for further feasibility analysis and initial planning of your proposed sustainability projects.
- **Audience:** Assume an audience of decision-making stakeholders within the organization or industry group who could authorize and provide resources for more study or analysis to consider your team’s recommendations and potentially begin these efforts.
- **Required agenda elements:**
  - Summary of current state of organization or industry group
  - Recommended portfolio of initiatives including:
    - Short Description of each project
    - Short description of key stakeholders for each project
    - Depth of impact and change on stakeholders and industry/org environment from each project
  - Recommended metrics to assess value and progress on the projects

- o Summary of expected benefits over time from your recommended portfolio

The student team will prepare a MS PowerPoint presentation file to submit via our online learning environment prior to the class meeting time and deliver in class in the last session. Each team will speak for 15-20 minutes and reserve 5-10 minutes for questions from instructor and fellow students for a total of 30 minutes per team. Presentations are expected to be approximately 10 slides (including titles and transitions), managing depth and pace to the time provided.

<b>Components</b>	<b>% of Grade</b>
Critical Thinking and Analysis	25%
Application of Course Concepts	25%
Writing Mechanics	25%
Presentation Delivery	25%
<b>TOTAL</b>	<b>100%</b>

### **Small Team Analysis – Executive Brief (35% of Final Grade)**

**Summary:** Based on information covered in the course and sources provided by the instructor, the team will select an organization and write a 4–6-page (1000-1600 words) executive-level analysis on the organization's sustainability current state, committed goals, and recommendations from the team for 3-5 next step actions the organization can undertake to make or maintain meaningful progress.

#### **Assignment Specifics:**

- **Analysis:** 3–4-page executive summary analysis of a chosen organization's sustainability progress and reasoned recommendation for that organization's next efforts,
  - o Research sources include resources provided by the instructor and information the team finds from appropriate scholarly or publicly available references for more organizational background and additional information. Cited sources are required for all referenced information.
  - o The team will write and submit a 3–4-page executive-level summary analysis of 800-1000 words in MS Word submitted to the online learning environment, due by the date shown in the Course Schedule.
  - o Teams are encouraged to use lists and charts as well as narrative text to present an analysis within the recommended length.
- **Purpose:** To present an objective summary of an organization's sustainability strategy and progress, and to then form, support and present recommendations.
- **Audience:** Scholarly readers and potentially decision-making leaders of the reviewed organization who value clear, supported, and summarized information, presented with appropriate references and citations.

- **Required analysis elements:**
  - o Summary of the organization and general current environment
  - o Summary of the organization’s main stakeholder groups (chart or table is acceptable)
  - o Summary of the organization’s approach to sustainability, including how stakeholders have responded to this approach
  - o Summary of the organization’s stated future sustainability commitments (potentially found on organization site or CSR reports) (chart or list is acceptable)
  - o The team’s top 3-5 recommended initiatives the organization could undertake regarding future strategic CSR/sustainability directions, including why these recommendations are the appropriate next steps.

<b><i>Components</i></b>	<b><i>% of Grade</i></b>
Critical Thinking and Analysis	25%
Application of Course Concepts	25%
Writing Mechanics	25%
Analysis Brief Delivery	25%
<b>TOTAL</b>	<b>100%</b>

**Instructor Determined Assignments (30% of Final Grade)**

The instructor will determine a set of activities that support the course outcomes and major assignments of the class. These activities could include: collaboration, discussion, participation, peer-review, learning reflections, learning checks or other activities online or in-class. Descriptions are provided by the instructor in the course.

<b><i>Components</i></b>	<b><i>% of Grade</i></b>
Successful Completion	100%
<b>TOTAL</b>	<b>100%</b>

# Course Policies

## Late Assignments

Assignments must be submitted on time to receive credit. If there is a problem, students need to contact the instructor, also notifying the program director.

## Participation

Student participation in class discussions and activities is mandatory. Please see the notes above on how this will be graded.

## Professional Writing

Assignments require original, error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style for academic papers.

## Academic Integrity

Students, faculty, and staff who exhibit academic integrity pursue and produce scholarly work that is free from fraud, deception, and unauthorized collaboration with other individuals. Academic dishonesty in any form is a serious offense against the academic community. Any acts of academic dishonesty will be addressed according to the Standards, Procedures and Definitions set forth in this policy.

CityU is committed to an educational approach to instances of academic dishonesty. Academic integrity is best taught and reinforced by faculty as part of regular classroom instruction. Students are individually responsible for understanding and exercising standards of academic integrity in every aspect of study and in all work submitted. Faculty and staff use a variety of methods to identify instances of academic dishonesty in City University of Seattle courses, including plagiarism detection software available through the learning management system.

# University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

## Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

## **Non-Discrimination & Prohibition of Sexual Harassment**

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit the [Title IX](#) portal page or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person-to-person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at the [CityU website](#) under the Policies section or at [CityU in Canada](#) website.

## **Religious Accommodations**

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

## **Academic Integrity**

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

## **Attendance**

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

## **Final Assignment Due Date**

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

# **Support Services**

## **Disability Services Accommodations Statement**

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at [disability@cityu.edu](mailto:disability@cityu.edu) or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

## **Library Services**

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

## **Smarthinking Tutoring**

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at [mycityusupport@cityu.ed](mailto:mycityusupport@cityu.ed) to request a user name and password.