



Grande Prairie Regional College – Department of Business and Office Administration  
**BA 2000 A3 – Contemporary Issues in Business**  
Winter 2019 Course Outline

**Credits:** 3

**Hours:** 60 hours (3-0-1)

**Description:** Through a seminar approach, this course explores the many ethical dimensions of business and includes a major group project for which class time is allotted.

**Pre-requisite:** Business Admin Certificate or consent of the instructor

**Transferability:** BA 2000 can be used to fulfill the requirements of a Business Administration Diploma which may be accepted as part of a block transfer arrangement (e.g. Athabasca University 2+1 and 2+2, University of Lethbridge 2+2, etc.) In addition, the following AB universities transfer BA 2000 as

- Athabasca University: ADMN 2XX (3)
  - Concordia University of Edmonton: BUS 2xx (3)
  - MacEwan University: BUSN 2xx (3)
- (Transfer info retrieved from [www.Alis.Alberta.ca](http://www.Alis.Alberta.ca) on December 11, 2018)*

**Instructor:** Bill Corcoran

**Contact:** Room E 307 – 780-539-2735 – [bcorcoran@gprc.ab.ca](mailto:bcorcoran@gprc.ab.ca)

**Office Hours:** MW 1 p.m. to 2:30 p.m. or by appointment. Appointments are usually better since I'm very prone to wandering.

**Texts:** Jimenez, Guillermo C. and Pulos, Elizabeth (2016). *Good Corporation, Bad Corporation: Corporate Responsibility in the Global Economy*. Geneseo, NY: Open SUNY Textbooks.  
(This is a free, open source textbook. The link to the PDF download is on the BA 2000 Moodle site.)

**Course Objectives:**

- To enhance research/observation skills
- To develop critical/creative thinking skills
- To gain an appreciation of ethical implications of business policy
- To garner an appreciation of globalization processes
- To improve presentation and facilitation skills
- To serve as a capstone marketing experience integrating knowledge from other courses and disciplines
- To experience a major project involving “real life” risks and opportunities
- To enhance project management skills
- To enhance team skills



**Grande Prairie Regional College – Department of Business and Office Administration**  
**BA 2000 A3 – Contemporary Issues in Business**  
**Winter 2019 Course Outline**

**Learning Outcomes:**

Upon completion of this course students will be able to

- Demonstrate competency in critical thinking by effectively researching, debating and presenting the complexities of a number of business issues from a variety of perspectives
- Make a substantial organizational and strategic contribution to the development of the Business Conference
- Demonstrate effective teamwork skills through the organization of the Business Conference
- Demonstrate good writing and presentation skills

**Grading:**      20%    Reaction Papers (2 x 10%)  
                       30%    Quizzes (2 x 15%)  
                       15%    CSR Topic Presentation  
                       15%    Business Conference Execution  
                       20 %    Course Summary Report – (due during the Exam period)

**Final Grade:**    This course will use the standard GPRC grading scheme

<b>A+</b>	<b>4.0</b>	<b>90-100</b>	<b>Excellent</b>
<b>A</b>	<b>4.0</b>	<b>85-89</b>	
<b>A-</b>	<b>3.7</b>	<b>80-84</b>	<b>First Class Standing</b>
<b>B+</b>	<b>3.3</b>	<b>76-79</b>	
<b>B</b>	<b>3.0</b>	<b>73-75</b>	<b>Good</b>
<b>B-</b>	<b>2.7</b>	<b>70-72</b>	
<b>C+</b>	<b>2.3</b>	<b>67-69</b>	<b>Satisfactory</b>
<b>C</b>	<b>2.0</b>	<b>64-66</b>	
<b>C-</b>	<b>1.7</b>	<b>60-63</b>	
<b>D+</b>	<b>1.3</b>	<b>55-59</b>	<b>Minimal Pass</b>
<b>D</b>	<b>1.0</b>	<b>50-54</b>	
<b>F</b>	<b>0.0</b>	<b>0-49</b>	<b>Fail</b>



Grande Prairie Regional College – Department of Business and Office Administration  
**BA 2000 A3 – Contemporary Issues in Business**  
Winter 2019 Course Outline

**Course Schedule:**

Week 1 – Jan. 7 and 9

- Introduction and Course Outline
- Business Conference Orientation
- Introduction to CSR and Business Ethics
- Read: Text Ch. 1 and p. 27-29
- Read: Ethics material on Moodle

Week 2 – Jan. 14 and 16

- Business Conference Organization
- Video 1 – *The Big Short*
- Read: *Big Short* Primer on Moodle

Week 3- Jan 21 and 23

- Business Conference Organization
- Climate Change
- Presentation: Instructor Demo - Climate Change
- Read: Text Ch. 3

Week 4 – Jan 28 and Jan 30

- Business Conference Status Reports
- GMOs and Social Entrepreneurship
- Read: Text Ch. 4 and Ch. 5
- Presentation: **Group 1 GMOs (Jan. 28)**
- Presentation: **Group 2 Social Entrepreneurship (Jan. 30)**
- Due: **Reaction Paper 1 (Jan. 28)**

Week 5 – Feb 4 and 6

- Business Conference Status Reports
- Fair Trade and Sweatshops
- Read: Text Ch. 8 and Ch. 9
- Presentation: **Group 3 Fair Trade (Feb. 4)**
- Presentation: **Group 4 Sweatshops (Feb. 6)**

Week 6 – Feb 11 And 13

- Business Conference Status Reports
- Controversial Products
- Read Ch. 6
- Presentation: **Group 5 Controversial Products (Feb. 11)**
- Due: **Quiz 1 (Feb. 13)**

**No Classes - Reading Week – Feb. 18-22**



Grande Prairie Regional College – Department of Business and Office Administration  
**BA 2000 A3 – Contemporary Issues in Business**  
Winter 2019 Course Outline

**Course Schedule (continued):**

Week 7 – Feb. 25 and Feb. 27

- Business Conference Status Reports
- Video 2 – *TBA*

Week 8 – Mar. 4 and 6

- Business Conference Status Reports
- Corruption
- Read: Text Ch. 10
- Presentation: **Group 6 Corruption (Mar. 6)**

Week 9 – Mar. 11 and 13

- Business Conference Status Reports
- Due: **Reaction Paper 2 (Mar. 11)**

Week 10 – Mar. 18 and 20

- Business Conference Prep
- Due: **Business Conference (Mar.19)**

Week 11 – Mar. 25 and 27

- Business Conference Debrief

Week 12 – Apr 1 and 3

- Politics and Animal Rights
- Read: Ch. 11 and Ch. 12
- Presentation: **Group 7 (Apr 1)**
- Presentation: **Group 8 (Apr 3)**

Week 13 – Apr 8 and 10

- Final Project Prep
- Due: **Quiz #2 (Apr. 10)**

**Final Project–T.B.A. – Apr. 16-27** (scheduled by the Registrar)

Bill Corcoran  
January 2019  
Grande Prairie Regional College