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Grande Prairie Regional College – Department of Business and Office Administration
BA 2000 SS – Contemporary Issues in Business 3(3-1-0) 60 Hours
Fall 2016 Course Outline

Credits: 3

Hours: 60 hours (3-1-0)

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)
 - MacEwan University: BUSN 1xxx (3)
- (Transfer info retrieved from www.Alis.Alberta.ca on August 15, 2016)*

Instructor: Bill Corcoran

Contact: Room E 308 – 780-539-2735 – 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.

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



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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: 10% Reflection and Reaction paper
 45% Corporate Social Responsibility Assignments (10 – best 9 to count)
 15% Business Conference Preparation
 30 % Final Paper – (due during the Exam period)

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

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

Course Schedule:

Week 1 –Aug. 31 and Sept. 7

- Introduction and Course Outline
- Introduction to Business Ethics
- Video – *The Big Short*

Week 2 – Sept. 12 and 14

- Introduction to Business Ethics
- Video – *The Big Short*
- Introduction to Corporate Social Responsibility
- Read: Text Ch.1



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Course Schedule (continued):

Week 3- Sept 19 and 21

- Bias
- Climate Change
- Read: Text p. 27-29 and Ch. 3
- DUE: Reaction and Reflection Paper (Sept. 19)

Week 4 – Sept 26 and 28

- Business Conference Prep
- GMOs
- Read: Text Ch. 4
- Due: CSR Assignment #1 (Sep. 26)

Week 5 – Oct. 3 and 5

- Business Conference Prep
- Social Entrepreneurship
- Read: Text Ch. 5
- Due: CSR Assignment #2 (Oct. 3)

Week 6 – Oct. 12

- Marketing Ethics
- Read: Text Ch. 6
- Due: CSR Assignment #3 (Oct. 12)

Week 7 – Oct. 17 and 19

- Business Conference Prep
- Organic Food
- Read: Text Ch. 7
- Due: CSR Assignment #4 (Oct. 17)

Week 8 – Oct 24 and 26

- Business Conference Prep
- Fair Trade
- Read: Text Ch. 8
- Due: CSR Assignment #5 (Oct. 24)

Week 9 – Oct. 31 and Nov. 2

- Business Conference Prep
- Sweatshops
- Read: Text Ch. 9
- Due: CSR Assignment #6 (Oct. 31)



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Course Schedule (continued):

Week 10 – Nov. 7 and 9

- Business Conference Prep
- Corruption
- Read: Text Ch. 10
- Due: CSR Assignment #7 (Nov. 7)

Week 11 – Nov. 14 and 16

- Business Conference Prep
- Corporations and Politics
- Read: Text Ch. 11
- Due: CSR Assignment #8 (Nov. 14)

Week 12 – Nov. 21 and 23

- Business Conference Prep
- Animal Rights
- Read: Text Ch. 12
- Due: CSR Assignment #9 (Nov. 21)

Week 13 – Nov. 28 and Nov. 30

- Business Conference Prep
- Final Project Prep
- Due: CSR Assignment #10 (Nov. 28)

Week 14 – Dec. 5

- Final Project Prep

Final Paper –T.B.A. - Dec. 7-16 (scheduled by the Registrar)

**Bill Corcoran
September 2016
Grande Prairie Regional College**