



**Grande Prairie Regional College – Department of Business and Office Administration
BA2000A3 – 3(3-0-1) 60 Hours – Contemporary Issues in Business
Winter 2017 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)
- MacEwan University: BUSN 1xxx (3)

(Transfer info retrieved from www.Alis.Alberta.ca on December 7, 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. (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



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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%	Reaction Paper
	15%	Focus Group Assignment
	15%	Quizzes
	15%	CSR Topic Presentation
	15%	Business Conference Execution
	30 %	Course Summary Report – (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	
A-	3.7	80-84	First Class Standing
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



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Course Schedule:

Week 1 –Jan. 9 and 11

- Introduction and Course Outline
- Business Conference Organization
- Focus Group Project Organization
- Read: Focus Group material on Moodle

Week 2 – Jan. 16 and 18

- Focus Group Organization
- Business Conference Organization
- Introduction to CSR and Business Ethics
- Read: Text Ch. 1 and p. 27-29
- Read: Ethics material on Moodle

Week 3- Jan 23 and 25

- Focus Group Demo
- Business Conference Organization
- Video – *The Big Short*
- Read: *Big Short* Primer on Moodle

Week 4 – Jan 30 and Feb 1

- Business Conference Organization
- Focus Group Status Reports
- Video – *The Big Short*
- Climate Change
- Read: Text Ch. 3

Week 5 – Feb 6 and 8

- Business Conference Status Reports
- Focus Group Status Report
- Presentation: Instructor Demo - Climate Change
- Due: **Reaction Paper (Feb. 6)**

Week 6 – Feb 13 And 15

- Business Conference Status Reports
- Due: **Quiz 1 (Feb. 13)**
- Due: **Focus Group Report (Feb. 15)**

No Classes - Reading Week – Feb. 20-25

Week 7 – Feb. 27 and Mar. 1

- Business Conference Status Reports
- Social Entrepreneurship
- Read: Text Ch. 5
- Presentation: **Group 1 Social Entrepreneurship (Mar. 1)**



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Course Schedule (continued):

Week 8 – Mar. 6 and 8

- Business Conference Status Reports
- GMOs and Fair Trade
- Read: Text Ch.6 and Ch. 8
- Presentation: **Group 2 GMOs (Mar. 6)**
- Presentation: **Group 3 Fair Trade (Mar. 8)**

Week 9 – Mar. 13 and 15

- Business Conference Status Reports
- Sweatshops
- Read: Text Ch. 9
- Presentation: **Group 4 Sweatshops (Mar 13)**

Week 10 – Mar. 20 and 22

- Business Conference Prep
- Due: **Business Conference (Mar.23)**

Week 11 – Mar. 27 and 29

- Business Conference Debrief
- Corruption
- Read: Text Ch. 10
- Presentation: **Group 5 Corruption (Mar 29)**

Week 12 – Apr 3 and 5

- Business Conference Debrief
- Fair Trade and Animal Rights
- Read: Text Ch.8 and Ch. 12
- Presentation: **Group 6 Animal Rights (Apr 3)**
- Presentation: **Group 7 Animal Rights Apr 5)**

Week 13 – Apr 10 and 12

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

Final Project–T.B.A. – Apr. 17-27 (scheduled by the Registrar)

**Bill Corcoran
January 2017
Grande Prairie Regional College**