

CATALOG INFORMATION

Dept and Nbr: ESHIP 116      Title: ETHICS & SUSTAINABILITY  
Full Title: Ethics, Responsibility, and Sustainability  
Last Reviewed: 1/27/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable  
Grading: Grade Only  
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
Also Listed As:  
Formerly: BMG 105

**Catalog Description:**  
Introduces students to ways to promote responsible corporate behavior by focusing on the social, ethical, and environmental impacts of business activities, while distinguishing the issues, motivations, and strategies unique to short-term profitability and long-term sustainability.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100 or equivalent

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Introduces students to ways to promote responsible corporate behavior by focusing on the social, ethical, and environmental impacts of business activities, while distinguishing the issues, motivations, and strategies unique to short-term profitability and long-term sustainability. (Grade Only)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>		Effective:	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Examine and explain the various ethical issues surrounding current business practices
2. Differentiate between the elements of socially responsible business practices in the current economic environment
3. Identify the components of a sustainable business

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explore the legal and social issues facing the entrepreneur
2. Examine the market opportunities afforded to socially responsible new ventures
3. Distinguish the relationship among justice, fairness, giving, and long-term market creation
4. Develop solutions to social, moral, and ethical dilemmas facing the entrepreneur

### **Topics and Scope:**

- I. Ethical, Legal and Social Issues Facing Entrepreneurs
- II. Corporate Social Initiatives
  - A. Six options for doing good
  - B. Case studies of successful corporate citizens
  - C. Opportunistic, short-term profiteers
  - D. Sustainable profit and long-term sustainability
- III. Corporate Cause Promotions
  - A. Increasing awareness and concern for social causes
  - B. Growing a business while creating strong communities
- IV. Cause-related Marketing
  - A. Giving contributions to causes based on product sales
  - B. Contributions through product marketing
  - C. Justice and fairness in corporate philanthropy

V. Corporate Philanthropy, Community Volunteering and Direct Contributions

VI. Socially Responsible Business Practices

VII. Green Business

A. Definitions and examples of green businesses in practice

B. Greenwashing, conflicts, and science

C. Market opportunities

D. Moral and ethical dilemmas

VIII. Environmental Stewardship

A. Responsible supply chain management

B. Packaging solutions

C. Consumer behavior shifts

### Assignment:

1. Group exercise(s) and situational analysis (1 - 3)

2. Written analysis of sustainability strategies

3. Written case study(ies) of current ethical topics (1 - 3)

4. In-class presentations (3 - 5)

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written case studies, written analysis

Writing  
20 - 30%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Group exercise(s) and situational analysis

Problem solving  
20 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

None

Exams  
0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

In-class presentations

Other Category  
40 - 60%

### Representative Textbooks and Materials:

Corporate Social Responsibility. Kotler, Philip and Lee, Nancy. John Wiley & Sons. 2008

(classic)