

CATALOG INFORMATION

Dept and Nbr: BMG 105

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:

**Catalog Description:**  
Promote responsible corporate behavior by focusing on the social, ethical, and environmental impacts of business activities. Distinguish among 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

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Promote responsible corporate behavior by focusing on the social, ethical, and environmental impacts of business activities. Distinguish among 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  
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:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

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

### **Topics and Scope:**

- 1) Ethical issues facing entrepreneurs
- 2) Corporate social initiatives
  - a. Six options for doing good
  - b. Case studies of successful corporate citizens
  - c. Opportunistic, short-term profiteers
- 3) Corporate cause promotions
  - a. Increasing awareness and concern for social causes
  - b. Growing a business while creating strong communities
- 4) Cause related marketing
  - a. Making contributions to causes based on product sales
  - b. Contributions through product marketing
- 5) Corporate philanthropy, community volunteering and direct contributions
- 6) Socially responsible business practices
- 7) What is green?
  - a. Definitions and examples of green businesses in practice
  - b. Greenwashing, conflicts, and science
- 8) Environmental stewardship
  - a. Responsible supply chain management
  - b. Packaging solutions
  - c. Consumer behavior shifts

## Assignment:

- 1) 1 to 3 group exercises and situational analysis
- 2) Written analysis of sustainability strategies
- 3) 1 to 3 written case studies of current ethical topics
- 4) 3 to 5 In-class presentations

## 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.

Case studies and sustainability strategies

Writing  
20 - 30%

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

Group exercises 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, by Philip Kotler and Nancy Lee, John Wiley & Sons, 2008 (classic)