

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:
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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		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. Student will be able to:

- 1) Examine and explain the various ethical issues surrounding current business practices nationally and globally.
- 2) Research and distinguish between the elements of socially responsible business practices in the current economic environment
- 3) Identify the components of a sustainable business -- community-supported, green, and corporate responsibility.

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)

