

### COURSE INFORMATION

<b>Course title:</b>	Ethics and Sustainability	<b>Credits:</b>	1.5
<b>Course code:</b>	BA 560	<b>Class locations:</b>	HA 133 (001); HA 132 (002)
<b>Session, period:</b>	2019W1, Period 1	<b>Class times*:</b>	Mon/Wed 2-4 pm; Mon/Wed 4-6 pm
<b>Sections:</b>	001 002	<b>*Note:</b>	<i>Make-up classes at same times on Sep 6</i>
<b>Course duration:</b>	Sep 4 to Oct 12, 2019	<b>Pre-requisites:</b>	n/a
<b>Program:</b>	MBA	<b>Co-requisites:</b>	n/a

### INSTRUCTOR INFORMATION

<b>Instructor:</b>	Tamar Milne, MAAC	<b>Office location:</b>	HA 577
<b>Phone:</b>	604.827.4951	<b>Office hours:</b>	Wed 12-1 pm; or by appointment
<b>Email:</b>	tamar.milne@sauder.ubc.ca		

### COURSE DESCRIPTION

This course is positioned in the first period of the MBA program to provide students with a broad foundation for understanding the positive and negative impacts business can have economically, socially, and environmentally – and how long-term, strategic approaches can unlock business opportunities while addressing these issues.

Companies and society are confronted with a confluence of factors that point to a new way of doing business. These factors include environmental degradation and climate change, widespread poverty and social inequity, and the need for renewable sources of energy. Customer demands are evolving, technology is rapidly advancing, and resources are becoming increasingly scarce. This suggests that more than a “business as usual” approach is needed to be a successful and sustainable enterprise in the long-term.

The language and tools of ethics, sustainability, and responsibility are standard currency in business, and managers are increasingly required to build strong internal corporate governance and ethical systems, engage with stakeholders, and innovate to create new products and services. This course will lay an early and strong foundation for students’ ongoing exploration of these critical topics throughout the MBA program.

### COURSE FORMAT

Class time will be used for a combination of lectures, discussions, and case analyses. Students are expected to prepare for and attend each class according to the course schedule and detailed instructions provided in Canvas.

## LEARNING OBJECTIVES

By the end of this course, students will be able to:

1. Explain and defend the role of responsible business in society.
2. Anticipate ethical and social responsibility challenges that they will face as managers in a variety of organizations, and weigh management responses to these challenges.
3. Analyze evolving global conditions, market demands, and stakeholder pressures to identify sustainable innovation and business development opportunities.
4. Evaluate organizational ethics and sustainability performance using a variety of frameworks.

## ASSESSMENTS

### Summary

<u>Component</u>	<u>Weight</u>
Prep Quizzes (8, each worth 4%; Individual)	32%
Case Memos (2, each worth 15%; Team)	30%
Final Project: Sustainability & Ethics Analysis (Team)	30%
Class participation (Individual)	8%
Total	<u>100%</u>

### Details of Assessments

#### Prep Quizzes

Brief (3 to 10 questions), multiple-choice and/or short-answer, online quizzes based on the assigned readings will be due before class on non-case days. These are designed to guide students' prep work and stimulate a more active learning experience in the classroom.

#### Case Memos

Case studies are used to apply the concepts, frameworks, and tools from the course, to learn how to analyze information, and to make decisions as a manager. Each case is a real-world situation that actually happened, and students are given the same information that the real-world manager had at the time.

Working in small groups (3-4 people), students will use the course tools and concepts that they feel are relevant to analyze the information provided and make a decision, then write a brief memo to explain why their decision is the best course of action in light of the risks and benefits of the various alternatives they considered. More details will be provided in class and online.

#### Final Project: Sustainability & Ethics Analysis

One of the most effective ways to integrate and synthesize course concepts is to apply them in the context of real organizations. This final project will allow students to learn from researching a company that interests them and applying the full range of course concepts to analyze its sustainability- and ethics-related opportunities and challenges.

Working in small groups (3-4 people), students will choose a real company to research, analyze, and evaluate for long-term success. The goal is to understand the organization's corporate governance, business model, goals, history, and value chain – i.e. its internal context – and its competitive and regulatory environment and relevant macro social/cultural/technological/natural trends – i.e. its

external context – to identify the key opportunities and threats that it is likely to face in terms of ethics and sustainability. Each group will submit a professional, persuasive report with their analysis and insights. More details will be provided in class and online.

### **Class Participation**

Students are expected to actively participate in class activities and discussions – which will require reading/viewing of all assigned materials before each class, preparing personal positions on the topics raised, and sometimes even seeking out additional relevant materials in special areas of interest to share with the group.

Note that quality of contributions is valued over quantity, and evaluation of in-class participation will emphasize critical thinking, creativity, and practical application.

Note also that participation marks must be earned through actively engaging with the class during lectures, discussions, and activities; **simply attending class does not equal “participation”**.

## **LEARNING MATERIALS**

### *Required*

#### **Online Multimedia Case**

Students will be required to purchase access to a series of online multimedia resources related to the case, “Fighting Corruption at Siemens” (cost: \$8.00). Use this link:

<https://hbsp.harvard.edu/import/652666>

#### **Course Pack**

Students will be required to purchase a small course package including required readings and the case, “Sustainable Tea at Unilever”. Follow these instructions to access the downloadable course pack (cost: either \$23.25 for digital download or \$29.38 for printed copy):

1. Go to the Ivey Publishing website at [www.iveycases.com](http://www.iveycases.com).
2. [Log in](#) to your existing account or click “[Register](#)” to create a new account and follow the prompts to complete the registration. If registering, choose the "Student User" role.
3. Click on this link or copy into your browser:  
<https://www.iveycases.com/CoursepackView.aspx?id=24036>.
4. Click "Add to Cart".
5. You may choose to order in either **print** or **digital** format.
  - To order the material in digital format, check "digital download" and click "OK".
  - To order a printed copy for delivery, enter the print quantity required and click "OK".Please note that shipping charges will apply.
6. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
7. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
  - If you ordered digital copies: Click "Download your Digital Items" or go to "My Orders" to access the file.
  - If you ordered printed copies: Your order will be printed and shipped within 2 to 3 business days.

IMPORTANT: Access to downloadable files will expire 30 days from the order date, so be sure to save a copy on your computer. The downloadable file is a PDF document that can be opened using Adobe Reader. **This material is for your personal use only and is not to be shared or distributed in any form.**

If you have questions about the download, contact Ivey Publishing during business hours.

**Ivey Publishing**

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[www.iveycases.com](http://www.iveycases.com)

Business Hours: Monday to Thursday: 8:00am-4:30pm (ET)

Friday: 8:00am-4:00pm (ET)

**Other Learning Resources**

Students will be required to access Canvas for class preparation instructions, additional readings and multimedia, online prep quizzes, and assignment resources.

**COURSE-SPECIFIC POLICIES AND RESOURCES**

*Missed or Late Assignments*

Late submissions (prep quizzes, case memos, and the final project) will not be accepted and will receive a grade of zero. There are no make-up opportunities for missed submissions.

- Prep quizzes and case memos are due by 2 pm on the day specified in the course schedule.
- The final project is due by 11:59 pm on Saturday, October 12.
- Only one team member needs to submit the assignment (case memo, final project) for the entire team; however, each and every individual is responsible for ensuring that their team's assignment has been successfully submitted on time.

*Regrading of Assessments*

Requests for regrading of prep quizzes or assignments must be submitted within one week of the assessment and grades being returned to the class. The request must identify the reason(s) why you believe your answer(s) and score(s) should be reviewed. The outcome may be either an increase, no change, or a decrease in the assigned grade.

*Academic Concessions*

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

**POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL**

*Attendance*

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential and that of their classmates and cause

unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

### *Punctuality*

Students are expected to arrive for classes on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

### *Electronic Devices*

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School’s policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students’ use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

### *Citation Style*

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

## **UNIVERSITY POLICIES AND RESOURCES**

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise, and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated, nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty, and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

### *Academic Integrity*

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam, and more serious consequences may apply if the matter is referred to the President’s Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

**ACKNOWLEDGEMENT**

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

**COURSE SCHEDULE**

(Subject to change with class consultation)

<b>Class</b>	<b>Date</b>	<b>Topic</b>	<b>CORE Readings</b> (Additional current readings will be assigned ~1 week before each class)	<b>Assessments due</b>
1	Wed, Sep 4	Role and Responsibilities of Business in Society	<ul style="list-style-type: none"> <li>– Responsibilities to Society</li> <li>– Managing for Stakeholders and the Purpose of a Business</li> </ul>	Prep Quiz 1
2	Fri, Sep 6	Indigenous Relations, Economic Development, and the Pursuit of Social License: Guest Speaker	<ul style="list-style-type: none"> <li>– Refer to Class Prep Instructions on Canvas</li> </ul>	Prep Quiz 2
3	Mon, Sep 9	Business Ethics: Concepts and Context	<ul style="list-style-type: none"> <li>– Ethical Decision Making: A Global Perspective</li> <li>– Checklist Summary of the Levers of Control</li> </ul>	Prep Quiz 3
4	Wed, Sep 11	Business Ethics Applied Case Memo Debrief	<ul style="list-style-type: none"> <li>– Case 1: Fighting Corruption at Siemens</li> </ul>	Case Memo 1
5	Mon, Sep 16	Sustainability: Concepts and Context	<ul style="list-style-type: none"> <li>– The Big Idea: The Truth about CSR</li> </ul>	Prep Quiz 4
6	Wed, Sep 18	ESG/ Investment: Guest Speaker	<ul style="list-style-type: none"> <li>– Refer to Class Prep Instructions on Canvas</li> </ul>	Prep Quiz 5
7	Mon, Sep 23	Responsible Business and the Law: Guest Speaker	<ul style="list-style-type: none"> <li>– Refer to Class Prep Instructions on Canvas</li> </ul>	Prep Quiz 6
8	Wed, Sep 25	Sustainability Strategy	<ul style="list-style-type: none"> <li>– Sustainability Marketing - An Innovative Conception of Marketing</li> </ul>	Prep Quiz 7
9	Mon, Sep 30	Sustainability Applied Case Memo Debrief	<ul style="list-style-type: none"> <li>– Case 2: Sustainable Tea at Unilever</li> </ul>	Case Memo 2
10	Wed, Oct 2	Ethical Leadership; Debate Course Wrap-up	<ul style="list-style-type: none"> <li>– Can An “Ethical” Bank Support Guns and Fracking?</li> </ul>	Prep Quiz 8
Exam Week	Sat, Oct 12	Final Project: Ethics & Sustainability Analysis due by 11:59 pm		Final Project