

**Semester at Sea Course Syllabus
Colorado State University, Academic Partner**

Voyage: Fall 2017
Discipline: Management
Course Number and Title: MGT 430 Leadership and Social Responsibility
Division: Upper
Faculty Name: Abby Berk, Ph.D.
Semester Credit Hours: 3

Meeting: B Day 1530-1650, Berlin Restaurant
Prerequisites: None

COURSE DESCRIPTION

This course examines the social responsibilities of organizations and their leaders as they address divergent expectations from internal and external stakeholders. While recognizing the need for a business to meet financial goals, this course will outline how leaders can ensure their organizations fulfill their societal responsibilities in the areas of ethics, labor and employment, diversity, corporate social responsibility, sustainability, and governance. This class will also recognize the culture-specific drivers of some social responsibilities and discuss how they impact organizations operating in the specific countries visited during the semester. Through experiential learning and case discussion, students will acquire the knowledge and capabilities to analyze the multiple elements of a purpose-driven business and act as promoters of socially responsible business in their future endeavors.

LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to consider how leaders:

- (1) Question the purpose of business and organizations;
- (2) Identify ethical principles that guide moral decision-making;
- (3) Recognize the various stakeholders in organizations;
- (4) Demonstrate an appreciation of the business case for diversity;
- (5) Identify the significance of socially responsible business practices; and
- (6) Understand the global principles of sustainable development.

REQUIRED TEXTBOOK

There is no required textbook for this course. Instead, students will be assigned readings of relevant chapters, cases, and articles as they pertain to the course topics and countries visited. All readings will be available in the online course folder.

METHODS OF EVALUATION

Field class report	20%
Group company analysis presentation	20%
Midterm exam	20%
Final exam	20%

Participation & professionalism

20%

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution). Pluses and minuses are awarded as follows on a 100% scale:

Excellent	Good	Satisfactory/Poor	Failing
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	F
90-92%: A-	80-82%: B-	60-69%: D	

Grades are based on your overall contribution to the class. **In order to be consistent and fair to all students I do not round up.** Thus 92.99% is an A-. 89.99% is a B+. 79.99% is a C+.

GRADING GUIDELINES

The following rubric will guide grading. Go above and beyond in your analysis if you want an A. Assignments received after the submission deadline will be reduced a letter grade (10%) per day late. Assignments received more than 7 days after the deadline will receive a score of zero.

Grade	Written Assignments
A	Excellent work! There is a clear focus on what the assignment should achieve, and it is structured accordingly. Demonstrates integrative, innovative and original thinking, and arguments are convincingly articulated and supported. Work is well written and free of errors. Demonstrates thorough understanding of key issues in course readings, accurately applies a range of course concepts; and clearly references relevant readings. Demonstrates serious reflection, sophisticated analysis, and insightful discussion with clear examples. Written and oral work is insightful, clear, sophisticated and vivid.
B	Good, competent, informed work well supported by course content. Well planned, organized and written. Demonstrates a clear understanding of some of the key issues in the course and readings. Clearly references relevant readings and includes some independent thought, but could go into more depth. Demonstrates good written and oral communication.
C	Adequate or satisfactory work. The basic requirements have been carried out. Demonstrates a general understanding of the major issues, but reflection and analysis is superficial. Applies relevant material and course concepts in a limited way, but could have more depth. Competent written and oral communication, but could be improved.
D	Work does not fulfill the necessary requirements for the assignment. Does not demonstrate clear understanding of the major issues. Responds incompletely or inaccurately to the assignment with limited reflection, analysis and application of

	course concepts. Ideas are not clearly expressed.
F	Unacceptable work. Shows little understanding of the issues, ideas poorly expressed.

FIELD WORK (20%)

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute at least 20% of the contact hours for each course.

Field Class and Assignment

The Field Class for this course will take place on Thursday, 19 October, in Port Louis, Mauritius.

Class Title: Sustainable Business Practices

Mauritius has emerged as a major resort destination and business center in the Indian Ocean region. However, Mauritius is also a low-lying island subject to the negative impacts of climate change. The Starwood hotel/resort management corporation has emphasized Corporate Social Responsibility and Environmental Sustainability as key strategic and operational goals for their properties. We will travel to the Westin Turtle Bay Resort and Spa, located at one of the most beautiful locales on the coast, and meet with senior management of the resort. After a tour of their front of house and back of house facilities we will have the opportunity to ask questions and learn about their policies and approach to Environmental Sustainability.

After lunch, we will travel together to the nearby Mauritius Oceanography Institute to learn how climate change is impacting life and business on Mauritius. Witnessing the potentially devastating consequences of individuals, businesses, and governments disregarding environmental concerns should solidify the imperative for businesses to take leadership in the areas of social responsibility.

Field Class Learning Objectives:

1. Learn how businesses can incorporate sustainability initiatives into their core business operations
2. Explore how consumers can drive sustainable operations of a business
3. Witness the impact of climate change on the low-lying island of Mauritius

Field Reports

In preparation for the field class, students will complete a pre-port analysis report of Mauritius and our business hosts (5%). This preparation will ensure optimization of our time on the field class. Following the completion of the field class, all students will submit a three-to four page, double-spaced paper (15%) identifying key issues surrounding the social responsibility of the businesses observed in Mauritius. Be sure to ask questions and take notes during our visit.

EXAMS (40%)

Two exams (a midterm and final) will be administered to assess student learning throughout the semester. Each exam will be worth 20% of the final grade. Students will be tested on reading material, in class discussions, and class activities. Exams will be closed book, multiple choice, and given during a dedicated class session.

COMPANY ANALYSIS PRESENTATION (20%)

Students will work in groups of five to further study one multi-national corporation's actions in the different areas of social responsibility. Each group member will be responsible for researching a specific area of the company including ethics, diversity, CSR, sustainability, and governance. Relevant research materials will be made available to the class but students should also expect to conduct independent research. Given the limitations on internet access onboard the ship, students should plan to conduct their research independently. Group members will work together to share their area of expertise and create a final presentation to the class that presents an overview of the corporation's social responsibility programs.

PARTICIPATION & PROFESSIONALISM (20%)

This course is designed to be interactive in nature. Class members learn from each other by sharing experiences and ideas. Participation is very important to what you and your classmates take from this course. As such, the true value of this course cannot be realized without your involvement and participation. By coming to class on time, prepared, and actively engaging in class discussions and exercises, your understanding of course concepts is greatly enhanced. Missing class will have a significant, negative impact on your final grade. Students must inform the instructor prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. However, participation is not simply "coming to class." If you have questions, or are very shy about participating, please see me and we'll find a solution.

As business students, your ultimate goal is to obtain a job and enter the professional world. Therefore, this course **REQUIRES** professional behavior. **A good way to think about professionalism is to consider whether your actions would be acceptable during a business meeting with your manager.**

The general guidelines for participation and professionalism grades are illustrated below:

“A” range: Excellent. I participate regularly, contributing to the discussion in nearly every class. I have always prepared the assigned material for class and make major, substantive contributions, sometimes with a unique insight. I am never absent and am always ready when class begins.

“B” range: Good. I participate in discussion once every few classes. I almost always prepare most of the material for every class. Most of my contributions have been fairly brief responses to straightforward questions. I have only missed a few classes. I am generally ready to begin when class begins and am paying full attention to the class.

“C” range: Average. I speak infrequently, but I have spoken at least once. I do not raise my hand often, and when I have spoken, usually I have been called on by the professor. When called on, I may not have been well prepared. I sometimes or halfheartedly prepare the material for class. I often arrive late to class and/or have missed classes.

“D” range: Poor. I have missed more than three classes, do not pay attention in class (i.e., read other material), and rarely speak. Poorly prepares the material for class discussion.

“F” range: Unsatisfactory: Has problems with attendance, does not pay attention in class (i.e., reads other material) or distracts the class, and rarely speaks. Rarely and poorly prepares the material for class discussion.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A memo from the student’s home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: “I have not given, received, or used any unauthorized assistance on this exam/assignment.”

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct.

Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

RESERVE BOOKS AND FILMS FOR THE LIBRARY

The following items are on reserve in the ship library if you are interested in reading more about businesses that are working to better society.

AUTHOR: Muhammed Yunus

TITLE: *Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs*

PUBLISHER: Public Affairs

ISBN: 978-1586489564

DATE/EDITION: 2013

TITLE: *The True Cost*

DIRECTOR: Andrew Morgan

DATE: 2015

TITLE: *One Night in Bhopal*

DIRECTOR: BBC

DATE: 2004

ELECTRONIC COURSE MATERIALS

All online articles will be in the course folder for students to access.

AUTHOR: Simon Caulkin

PUBLISHER: Financial Times

TITLE: *Companies with a purpose beyond profit tend to make more money*

DATE: January 24, 2016

URL: <https://www.ft.com/content/b22933e0-b618-11e5-b147-e5e5bba42e51>

AUTHOR: Michael Porter

PUBLISHER: The Boston Globe

TITLE: *Better Measuring A Country*

DATE: January 12, 2014

URL:

www.bostonglobe.com/opinion/2014/01/11/porter/XQHHPo1gDtuOjgND0tzDMP/story.html

AUTHOR: Anne Lawrence and James Weber

TITLE: *Business and Society* (14th edition), Chapter 1: The Corporation and Its Stakeholders

PAGES: 6 - 17

DATE: 2014

PUBLISHER: McGraw-Hill Irwin

ISBN: 978-0-07-802947-9

AUTHOR: Zanny Minton Beddoes

PUBLISHER: The Economist

TITLE: *For richer, for poorer*

DATE: October 13, 2012

URL: <http://www.economist.com/node/21564414>

PUBLISHER: Fairtrade Foundation

TITLE: *What Fairtrade Does*

URL: <https://www.fairtrade.org.uk/en/what-is-fairtrade/what-fairtrade-does>

AUTHOR: Linda Trevino and Katherine Nelson

TITLE: *Managing Business Ethics. Straight Talk About How To Do It Right* (6th Edition).

Chapter 1

PAGES: 14 - 27

DATE: 2014

PUBLISHER: Wiley

ISBN: 978-1-118-58267-1

AUTHOR: Alina Tugend

PUBLISHER: The New York Times

TITLE: *In Life and Business, Learning to be Ethical*

DATE: January 10, 2014

URL: https://www.nytimes.com/2014/01/11/your-money/in-life-and-business-learning-to-be-ethical.html?_r=0

AUTHOR: Anne Lawrence and James Weber

TITLE: *Business and Society* (14th edition.) Chapter Three: The Corporation's Social Responsibilities

PAGES: 45 - 59

DATE: 2014

PUBLISHER: McGraw-Hill Irwin

ISBN: 978-0-07-802947-9

AUTHOR: Jeremy Oppenheim and Martin Stuchtey

PUBLISHER: Fortune

TITLE: *Like it or not, sustainability is now core to your business*

DATE: September 25, 2015

URL: <http://fortune.com/2015/09/24/sustainability-practices-in-business-intel-unilever-wal-mart-dupont/>

AUTHOR: Oliver Balch

PUBLISHER: The Guardian

TITLE: *Indian Law Requires Companies to Give 2% of Profits to Charity. Is it working?*

DATE: April 5, 2016

URL: <https://www.theguardian.com/sustainable-business/2016/apr/05/india-csr-law-requires-companies-profits-to-charity-is-it-working>

AUTHOR: Roy Williams

PUBLISHER: The Guardian

TITLE: *How to . . . build a socially responsible global supply chain?*

DATE: July 29, 2013

URL: <https://www.theguardian.com/global-development-professionals-network/2013/jul/29/responsible-business-retail-supply-chains>

AUTHOR: THITHA

PUBLISHER: Consult-Myanmar

TITLE: *In Burma, a Fine Line between CSR and Karmic Cash*

DATE: March 23, 2016

URL: <https://consult-myanmar.com/2016/03/23/in-burma-a-fine-line-between-csr-and-karmic-cash/>

AUTHOR: Bill Witherell

PUBLISHER: OECD

TITLE: *Corporate Governance and Responsibility. Foundations of market integrity.*

DATE: October 2002

URL: <http://www.oecd.org/daf/inv/corporateresponsibility/1840502.pdf>

AUTHOR: Khong Loan

PUBLISHER: ASEAN

TITLE: *Vietnam: CSR Picking Up Slowly But Surely.*
DATE: May 12
URL: <http://www.aseannews.net/vietnam-csr-picking-slowly-surely/>

AUTHOR: Sylvia Ann Hewlett, Melinda Marshall, and Laura Sherbin
PUBLISHER: Harvard Business Review
TITLE: *How Diversity Can Drive Innovation.*
DATE: December 2013
URL: <https://hbr.org/2013/12/how-diversity-can-drive-innovation>

AUTHOR: Tatyana P. Soubbotina
PUBLISHER: World Bank
TITLE: *Beyond Economic Growth*
DATE: 2004
URL: <http://documents.worldbank.org/curated/en/454041468780615049/Beyond-economic-growth-an-introduction-to-sustainable-development>

AUTHOR: Meng Liu
PUBLISHER: World Economic Forum
TITLE: *Is Corporate Social Responsibility China's Secret Weapon?*
DATE: March 17, 2015
URL: <https://www.weforum.org/agenda/2015/03/is-corporate-social-responsibility-chinas-secret-weapon/>

AUTHOR: Liz Ford
PUBLISHER: The Guardian
TITLE: *Sustainable Development Goals: all you need to know*
DATE: January 19, 2015
URL: <https://www.theguardian.com/global-development/2015/jan/19/sustainable-development-goals-united-nations>

AUTHOR: Ashleigh Owens
PUBLISHER: The Japan Times
TITLE: *Corporate Social Responsibility Can Save Japan*
DATE: June 14, 2016
URL: <http://www.japantimes.co.jp/opinion/2016/06/14/commentary/japan-commentary/corporate-social-responsibility-can-save-japan/#.WHAUhhT4Pzl>

ADDITIONAL ELECTRONIC RESERVES

The following websites have been designated as resources for this class.

Project Implicit: <https://implicit.harvard.edu/implicit/>
Global Footprint Network: <http://www.footprintnetwork.org/our-work/ecological-footprint/>
CSRHub: <https://www.csrhub.com>
Mission Statements: <http://www.missionstatements.com>
United Nations: <http://www.un.org/en/index.html>

DAILY OUTLINE OF COURSE

Date	Readings/Deliverables	Class Content
Depart Bremerhaven, Germany – September 9		
B1: 9/12	Read the syllabus and locate all class materials	Introduction to class
B2: 9/14	Read: <i>Companies with a purpose beyond profit tend to make more money</i>	What is the purpose of business?
Barcelona, Spain – September 15-18		
B3: 9/20	Read: Lawrence & Weber, p 6-17	Stakeholders
B4: 9/22	Read: <i>For richer, for poorer</i> Read: <i>What Fairtrade Does</i>	Income inequality and wages Fair Trade
No Class – September 23		
B5: 9/25	Read: Trevino & Nelson, p 14-27	Why do we study ethics? Social responsibility in Ghana
Tema, Ghana – September 27-30		
B6: 10/1	Read: <i>In Life and Business, Learning to be Ethical</i>	Leading an ethical organization
B7: 10/4	Read: Lawrence & Weber, p 45-59	Corporate Social Responsibility
B8: 10/6		Corporate Social Responsibility Social responsibility in South Africa
Cape Town, South Africa – October 7-12		
B9: 10/14	Read: <i>Like it or not, sustainability is now core to your business</i> Complete: Ecological Footprint test	Sustainability
No Class – October 16		
B10: 10/17	Prepare pre-port assignment	Sustainability Preparation for Mauritius field class
Port Louis, Mauritius – October 19		
B11: 10/20	Prepare field class paper	Debrief field class in Mauritius
No Class – October 22		
B12: 10/23	Field class paper due at start of class	Industrial disaster in Bhopal, India
Cochin, India – October 25–30		
No Class – October 31		
B13: 11/1	Prepare for midterm exam	Midterm Exam
B14: 11/3	Read: <i>How to . . . build a socially</i>	Social Responsibility in the Supply

Date	Readings/Deliverables	Class Content
	<i>responsible global supply chain?</i> <i>Read: In Burma, a Fine Line between CSR and Karmic Cash</i>	Chain Social responsibility in Burma
Yangon, Myanmar (Burma) – November 4-8		
B15: 11/10	<i>Read: How Diversity Can Drive Innovation</i> Complete: Implicit Association test	Diversity in business
No Class – November 11		
B16: 11/13	<i>Read: Corporate Governance and Responsibility. Foundations of market integrity.</i> <i>Read: Vietnam: CSR Picking Up Slowly But Surely</i>	Corporate Governance Social responsibility in Vietnam
Ho Chi Minh City, Vietnam – November 14-18		
B17: 11/20	Read: Better Measuring A County	How do we measure success?
No Class - November 21		
B18: 11/23	Read: Beyond Economic Growth p 7-16 <i>Read: Is Corporate Social Responsibility China's Secret Weapon?</i>	Economic Development Social responsibility in China
Shanghai, China – November 24-29		
B19: 12/1	<i>Read: Sustainable Development Goals: all you need to know</i> <i>Read: Corporate Social Responsibility Can Save Japan</i>	Sustainable Development Goals Social responsibility in Japan
Kobe, Japan – December 2-6		
B20: 12/8	Prepare group presentation	Guided preparation for group presentations
B21: 12/10	Submit group presentation slides	Group presentations
B22: 12/12	Submit group presentation slides	Group presentations
B23: 12/14	Review readings and class notes	Socially responsible leaders
Honolulu, Hawaii – December 16		
B24: 12/17	Review readings and class notes	Class summary
Study Day – December 19		
B25: 12/20	Prepare for final exam	Final exam

Date	Readings/Deliverables	Class Content
San Diego, California – December 23 Welcome home!		