

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BMAL 560

CORPORATE RESPONSIBILITY

COURSE DESCRIPTION

This course is designed to provide the student with a working knowledge of issues such as the role of business in society, the nature of corporate responsibility, business ethics practices, and the complex roles of government and business in the global economic community. That is, it presents the “non-economic” strategy that a company must have to survive in tomorrow’s business world. Underlying this, of course, is the importance of personal character and the Christian worldview. (Formerly BUSI 560)

RATIONALE

This course articulates the view that in a global community, where traditional buffers against change no longer protect business from external change, managers can create strategies that integrate stakeholder interest, respect personal values, support community development, and are implemented fairly. These goals can be achieved while also being economically sound and successful.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Analyze the stakeholder concept of corporate responsibility, including the relative roles and impacts of primary and secondary stakeholders.
- B. Explain how business exercises social responsibility in response to public issues.
- C. Compare and contrast various ethical approaches to social responsibility and evaluate the application of Christian values within a secular corporate context.
- D. Critique the role of government regulation of business and judge where, and to what degree, it is justified.

- E. Appraise the present and future welfare of society in light of corporate development and application of technology.
- F. Explain why corporations provide high compensation packages to top executives and determine whether or not this practice is justifiable.
- G. Compare and contrast corporate philanthropy and employee volunteerism, and evaluate their relative impacts on the community.
- H. Evaluate the role of a global corporation's previous involvement in a third-world country and recommend responsible solutions to problems that were caused, and an alternative strategy that could have helped avoid them.
- I. Critique the globalization of business, appraising its advantages and disadvantages, and formulate a conclusion regarding the outlook for the future.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will participate in 4 Discussion Board Forums, each consisting of 2 parts: the thread and the replies. The thread will be the first part of the Discussion Board Forum and is the student's response to 1 of the instructor's questions. It will be in the form of an essay, will be 500–700 words, and will follow current APA guidelines in format (as much as is possible in a discussion board setting) and in citations. No title page, running head, or abstract page is needed, and references can be listed right below each post.

The replies will be the second part of the Discussion Board Forum and are the student's response to the threads of at least 2 classmates. The replies must expand on the research, including additional information, or must refute that information and must include documentation. Each reply must be 200–300 words.
- D. Personal Worldview Answers/Business Ethics Paper

The student will read information about a personal worldview and answer questions while doing so. These questions are designed to encourage the student to think more meaningfully about his/her worldview and how it leads to certain beliefs about life. Within this document, the student will provide examples of business ethical practices—good and bad—that reflect a particular ethical/moral worldview emphasis. The Personal Worldview Answers/Business Ethics Paper must be 3–6 pages.
- E. Critical Analysis Template

The student will submit a written Critical Analysis Template. The topic for the template will be chosen by the student by Module/Week 3. This template is designed to be used as a research tool to allow the student to have a working command over a selected topic. The template is designed to organize essential information in a logical and orderly array of categories, which can be adjusted to any realistic degree.
- F. Exams (2)

The student will take 2 exams, a Midterm Exam and a Final Exam. Each exam is open-book/open-notes, contains 50 multiple-choice and true/false questions, and has a time limit of 1 hour and 30 minutes.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forums Threads (4 at 75 pts ea)		300
Discussion Board Forums Replies (4 at 75 pts ea)		300
Personal Worldview Answers/Business Ethics Paper		100
Critical Analysis Template		150
Midterm Exam	(Modules 1–4)	75
Final Exam	(Modules 5–8)	75
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BMAL 560

Textbook: Lawrence & Weber, *Business and Society: Stakeholders, Ethics, Public Policy* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Lawrence & Weber: chs. 1–3, 5 6 presentations 1 article	Course Requirements Checklist	10
		Graduate Level (All Programs) Assessment	0
		Class Introductions	0
		DB Forum 1 Thread	75
2	none	DB Forum 1 Replies	75
		Personal Worldview Answers/Business Ethics Paper	100
3	Lawrence & Weber: chs. 4, 7–8 5 presentations	DB Forum 2 Thread	75
		Template Submission Decision	0
4	none	DB Forum 2 Replies	75
		Midterm Exam	75
5	Lawrence & Weber: chs. 9–12 6 presentations	DB Forum 3 Thread	75
6	none	DB Forum 3 Replies	75
7	Lawrence & Weber: chs. 13–16, 18–19 8 presentations	DB Forum 4 Thread	75
		Critical Analysis Template	150
8	none	DB Forum 4 Replies	75
		Final Exam	75
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday. Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on **Friday**.