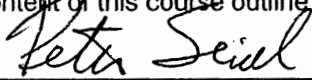


- Develop practical action plans to guide lobbying and other issues management activities in order to effectively and ethically manage significant public policy issues faced by business organizations.
- Identify and analyze product failure and other crisis situations that sometimes face business organizations.
- Develop practical action plans to minimize the adverse consequences of crisis situations to business organizations and their stakeholders.
- Explain the concept of corporate social responsibility and the main elements of stakeholder relations theory.
- Apply stakeholder relations theory to specific examples of business organizations and their stakeholders.
- Assess who the relevant stakeholders of an organization are and what their potential for cooperation with or threat to the organization is.
- Develop a practical action plan for an organization to deal effectively and ethically with its stakeholders, including, if appropriate, changing the nature of the relations between the organization and its stakeholders.
- Describe the main features of the utilitarian, rights, and justice approaches to ethics.
- Recognize ethical issues as they arise.
- Critically analyze typical business and management situations calling for principled ethical judgment, including situations involving interactions between individuals with different cultural backgrounds.
- Describe obstacles that stand in the way of individuals acting ethically in the business world.
- Develop management procedures, processes, and structures that serve to overcome or minimize obstacles to ethical behaviour in the business world.

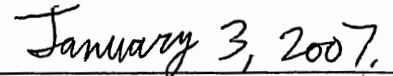
v Verification

I verify that the content of this course outline is current.
Peter Seidl



Authoring Instructor

January 2007



Date

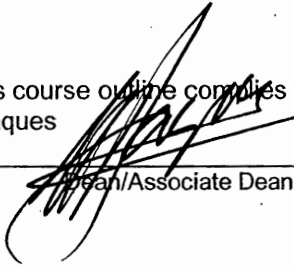
I verify that this course outline has been reviewed.
Kevin Wainwright

Program Head/Chief Instructor

January 2007

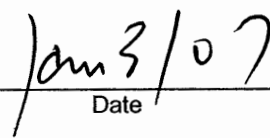
Date

I verify that this course outline complies with BCIT policy.
Christopher Jaques



Dean/Associate Dean

January 2007



Date

Note: If changes to the content of this course or course outline are made, the instructor will notify the students.

v Instructor

Peter Seidl, BSc, BA, MBA

Office Location: SE6 - 307

Office Hrs.: As Posted

Office Phone: 604-451-6785

E-mail Address: pseidl@bcit.ca

v Learning Resources

Required:

Reading materials and/or other materials as distributed in class and/or otherwise assigned.

The Responsibilities of Business: Managing Stakeholders and Ethics, Len Karakowsky, Archie B. Carroll, and Ann K. Buchholz, (Thomson Nelson, 2005).

The Corporation: The Pathological Pursuit of Profit and Power (2004) by Joel Bakan or other reading material may be required reading. *However, do not make any purchase until the announcement is formally made in class.*

- Information for Students

All Assignments: All assignments are due as noted on the course outline or as announced by the instructor. Late assignments will be penalized by 20% per calendar day and will not be accepted after 5 calendar days past the due date. In exceptional circumstances, some flexibility and discretion will be used in implementing this policy, **providing that the instructor is advised of the circumstances well before the due date of the assignment.** Assignments must be done on an individual basis unless otherwise specified by the instructor.

Team Assignments: Working together in teams is an essential skill and a critical part of this course. Students are expected to identify and address any important team issues, concerns or problems as they occur. They may seek the assistance of the instructor if the team is not able to resolve the issues on its own. **Note:** In order to have the team work count toward one's course grade, the student must pass the individual-work component of the course taken as a whole (that is, earn an average of at least 50% on the combination of the final exam, the mid-term exam, the individual assignments, and participation). **Also note:** Each individual student may receive adjusted grades on his/her team assignments that reflect the formal input and feedback provided from his/her team members regarding his/her relative level of contribution to the team assignments. The instructor may consider such input and feedback.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately** after missing the test, exam, or quiz or, **preferably, in advance** of missing the test, exam, or quiz.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, activity, project, or other work for all parties involved and/or expulsion from the course.

Attendance: Attendance is expected and required at all lectures and labs. Attendance will be taken at the start of or during each lab and active participation is required. Students not present at that time will be recorded as absent. Attendance may also be taken during lectures. Attendance forms part of the "participation" component of the course grade. **Also note:** If a student misses more than 10% of the classes without documented medical reasons or extenuating circumstances, the student may not be permitted to write the final examination and, therefore, would receive no marks for the final examination.

Illness: A doctor's note is required for any illness or medical condition causing students to miss assignments, quizzes, tests, projects, exams, classes, or other course requirements. At the discretion of the instructor, students may complete the work missed, have the work prorated, or have a similar assignment substitute for the missed work.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: This course outline and the course schedule forming a part of the outline may be changed by the instructor. If changes are made, the instructor will provide notice.

Class Start Time: The instructor will make every effort to commence all sessions at the regular start time. Given the nature of the subject area, the emphasis on collegial discussion and exercises, and agenda topics that are communicated at the outset of class, all students are expected to be on time at the start of lab and lecture session.

Participation: Active and effective participation in classes is essential to accomplish course learning outcomes. All assigned reading and other relevant preparation must be completed before the class begins (unless otherwise directed by the instructor).

- **Assignment Details**

The final exam comprises 25% of the course grade. It will be given or due upon completion of the course classes.

The mid-term exam comprises 20% of the course grade. It will include all material covered in class and from the readings prior to the date of the exam.

The individual assignments component of the course comprises 25% of the course grade. All individual assignments must be completed. Throughout the course, one or more such assignments will be given. They may be assigned in the form of written work, oral presentations, or a combination of the two. Depending on the nature of each assignment, some or all of the assignment may be completed in class. Other assignments may be required to be completed before the start of class. Details for each assignment will be provided by the instructor as each assignment is given. **Note:** It is possible that one or more of these individual assignments (either an entire assignment or part of an assignment) will be converted into a team assignment(s). Should that occur, the converted assignment or part thereof (as the case may be) would be considered team work.

The team written assignment comprises 10% of the course grade. Students will form teams and will complete a written assignment. This assignment will be due in class on the date announced by the instructor. Additional assignment details will be provided by the instructor. **Note:** It is possible that this team written assignment will be converted into a team oral presentation(s) and/or an individual written assignment(s). (If converted into an individual assignment, the assignment would then be considered individual work, not team work.) Notice will be provided to the class.

The team current issues oral presentation comprises 10% of the course grade. Students will form teams in order to research a current issue related to major course concepts and to present these research findings. The research for this assignment will be based, as appropriate, on library, Internet, and other sources, including personal interviews. A written component may be required as part of this assignment. Additional assignment details will be provided by the instructor.

Participation (10% of the course grade). Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions, the extent to which you enable others to participate, and your participation and performance in assigned course activities and exercises. Your ability to demonstrate appropriate workplace behaviours, both in lectures and labs, will be also considered when determining your grade for participation. Also included in this grade are the results of any exercises, quizzes, or other assignments (other than those described in previous sections above) assigned to be done inside and/or outside of class. Additional details will be provided.

Excellent participation (9-10) is defined as a student attending all classes, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course content. Assisting other class members in reaching course outcomes and understanding course content. Helping others to participate effectively. Being punctual, attentive and engaged in assigned class activities and exercises. Performing very well in exercises, quizzes, and other assignments.

Satisfactory participation (6-7) is defined as a student missing no more than one class, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain or discuss the concepts put forth in classes and readings. Participating satisfactorily in assigned class activities and exercises. Participating in a manner that is not dominating or overwhelming of others. Not distracting others. Performing satisfactorily in exercises, quizzes, and other assignments.

Unsatisfactory participation (0-4) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off-task" in class activities and exercises, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with others at inappropriate times, arriving late to classes or leaving early, etc. Performing poorly in or not completing exercises, quizzes, and other assignments.

Course Schedule (January – April 2007) (subject to change)

Class Number/ Date	Topic Covered	Notes
1. Jan. 4.	Course Introduction	
2. Jan. 11.	Political Ideologies / Government in Society (Govt. Structure)	
3. Jan. 18.	Government in Society (The Public Policy Process)	
4. Jan. 25.	Government in Society (continued) / Business-Government Relations	
5. Feb. 1.	Business-Government Relations / Stakeholder Analysis / Issues Management	
6. Feb. 8.	Stakeholder Analysis / Issues Management / Ethics in Business	
7. Feb. 15.	Mid-term Examination (date may be changed; notice will be provided)	
8. Feb. 22.	Ethics in Business	
9. Mar. 1.	Ethics in Business (including: Corporate Social Responsibility)	
10. Mar. 8.	Ethics in Business (including: Crisis Management)	
11. Mar. 15.	Business, Government, and Society Interactions (review or additional topics)	
12. Mar. 22.	Current Issues Team Presentations	Team Presentations (date may be changed; notice will be provided)
13. Mar.29.	Current Issues Team Presentations	Team Presentations (date may be changed; notice will be provided)
14. Apr. 5.	Final Examination (to be scheduled on Apr. 5 <u>or</u> 12)	
15. Apr. 12.	Final Examination (to be scheduled on Apr. 5 <u>or</u> 12)	