USC

COURSE OUTLINE

BUS320 Business, Governance and Society

Course Coordinator: Bishnu Sharma (bsharma@usc.edu.au) | **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast USC Moreton Bay USC Fraser Coast	ON CAMPUS	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course is designed to develop your understanding of the links between how businesses are run and their impact on society at large. You will develop an ability to critically analyse social and ethical issues that arise in business. By helping you to cultivate an informed appreciation of the role of governance in ensuring business ethics and social responsibility, this course explores the impact policy formulation and implementation has on stakeholders' interests and rights. Current international best practice approaches to governance and corporate citizenship are discussed.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

1. Introduction to the course and the business and society relationship
2. Corporate social responsibility, citizenship, and sustainability
3. Sustainability and the natural environment
4. Understanding ethics in a business context
5. Business ethics and technology
6. Stategic management of stakeholder relationships
7. Consumer stakeholders: Information, product and service issues
8. Business and community stakeholders
9. Foundations of corporate governance
10. Strategic management of corporate public policy
11. Risk issue and crisis management
12. Business influence on government and regulation
13. Review

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Identify and apply appropriate analytical techniques to solve a business problem(s).	Knowledgeable Creative and critical thinker	PC3.1 - Problem Solving PC6.2 - Discipline Knowledge
2 Apply appropriate discipline knowledge and theory to identify relevant CSR/sustainability/governance/risk issues and make recommendations.	Knowledgeable Creative and critical thinker Empowered	PC3.1 - Problem Solving PC4.1 - Social Responsibility and Sustainability PC6.2 - Discipline Knowledge
3 Demonstrate an awareness and appreciation of the need to take a socially responsible and sustainable approach to business decisions	Ethical Sustainability-focussed	PC4.1 - Social Responsibility and Sustainability
4 Demonstrate an appreciation of the need to embrace and respect diversity and foster inclusivity in a business context	Ethical Sustainability-focussed	PC5.1 - Diversity
5 Demonstrate effective communication skills in a business context	Empowered	PC1.1 - Written Communication PC1.2 - Oral Communication

5. Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Completed 144 units in undergraduate business courses

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

It would be advisable for students to have general management and strategic management knowledge or be in their final year of undergraduate studies.

6. How am I going to be assessed?

6.1. Grading Scale

> Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback is provided on a weekly basis during tutorials. Tutorial discussions of 'business, governance, and society' issues aid the development of ethical and moral development and the ability to think critically. These skills are then tested with summative tasks, and the resulting feedback will guide students for completion of a final case study.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Individual	20%	10 minutes (total)	Week 6	Online Assignment Submission
All	2	Case Study	Individual	40%	2,000 words (excluding reference list and appendices, +/- 10%)	Week 9	Online Assignment Submission with plagiarism check
All	3	Case Study	Individual	40%	2,000 words (excluding reference list and appendices, +/- 10%)	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Sustainability Presentation

GOAL:	Demonstrate your understanding of the key concepts and theories in topics covered in the course.	
PRODUCT:	Oral and Written Piece	
FORMAT:	You will prepare and present a narrated PowerPoint presentation. More details about the case/topics to be covered will be made available on the Blackboard site.	
CRITERIA:	No.	Learning Outcome assessed
	1 Knowledge of sustainability frameworks, theories and concepts and responsibilities in a business context.	1 3
	2 Knowledge of ethical frameworks, theories and concepts and responsibilities in a business context.	1 3
	3 Knowledge of relevant best practice principles associated with social responsibility, ethical conduct and sustainability in a business context.	1 2 3
	4 Professional oral communication	5

All - Assessment Task 2: Stakeholder Management Strategy

GOAL:	To demonstrate successful application of relevant theory, models and concepts in a specific business context.
PRODUCT:	Case Study
FORMAT:	This is an individual assessment in which you will analyse a case study and provide recommendations in a written report format. Details of the case will be made available on the Blackboard website. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. It assesses Program Learning Outcomes 4.1: Social Responsibility: (Demonstrate an awareness and appreciation of the need to take a socially responsible and sustainable approach to business decisions).

CRITERIA:	No.		Learning Outcome assessed
	1	Application of sustainability frameworks, theories and concepts and responsibilities in a business context.	② ③
	2	Application of ethical frameworks, theories and concepts and responsibilities in a business context.	② ③
	3	Recognition of diverse stakeholder interests in a business decision making context.	① ② ③
	4	Knowledge of relevant principles and best practice associated with social responsibility, ethical conduct and sustainability in a business context.	③
	5	Effective and professional written communication skills	⑤

All - Assessment Task 3: Inclusivity Case Study

GOAL:	To demonstrate an ability to independently research, analyse and evaluate an issue of, CSR, ethics, and sustainability with regard to business responsibility in an Australian context.
PRODUCT:	Case Study
FORMAT:	This is an individual assessment. You will analyse a case study, available on Blackboard, and provide in written report format your analysis of the issues and recommendations based on your knowledge of diversity and inclusion in an Australian context. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. It assesses Program Learning Outcome 5.1: Diversity: Demonstrate an appreciation of the need to embrace and respect diversity and foster inclusion in a business context.

CRITERIA:	No.		Learning Outcome assessed
	1	Appreciation of diversity of communities and cultures and the need for inclusivity.	④
	2	Appreciation and respect for cultural and other forms of diversity in a business context	② ④
	3	Demonstrates knowledge of appropriate human and Indigenous rights and how they relate to and can improve contemporary Indigenous Australian circumstances	① ② ④
	4	Use of appropriate terminology and respectful language when referencing and/or interacting with Indigenous Australians.	④
	5	Effective and professional written communication	⑤

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Archie B. Carroll,Jill Brown,Ann K. Buchholtz	2018	Business & Society: Ethics, Sustainability & Stakeholder Management	Cengage Learning

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au