

MANG 480 - Corporate Social Responsibility

Spring 2015
Wednesday, 6:00 pm – 8:50 pm, B&E 244

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| Professor | Dr. Joyce Thompson Heames |
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| Office | B&E 103 |
| Office Hours | MTWR, 10:00 am – 11:30 am |
| | Appointments are welcome anytime |

Course Objectives and Learning Outcomes:

Upon successful completion of this course students will be able to...

- recognize the critical role of the nonprofit sector in the economic health of a community,
- evaluate social and business leadership responsibility, opportunity and decision-making,
- specify the organizational dynamics of social service entities and the interaction between their professionals and volunteers,
- analyze the significant components of community needs assessment, priority setting and the trade-offs when resources are not adequate to satisfy needs, and
- explain how business can serve as an effective partner in the social agenda of a community.

Course Prerequisites: BCOR 370

Required Text Materials

Kotler, P. and Lee, N. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Hoboken, NJ: John Wiley & Sons, Inc.
ISBN 0-471-47611-0 (<\$30.00)

Carnegie, A. (1889). Wealth, *North American Review*, 148, 391, p. 653. (A copy of this historical article will be provided in class.

Additional contemporary readings (e.g. essays, newspaper, business magazine, or journal articles) may be assigned through out the semester.

Determination of Grade

Individual grades will be assigned based on the total points obtained. *(There will be no extra credit projects and/or activities after a grade is issued.)* A description of each activity follows:

| <i>Evaluation Activity</i> | <i>Points</i> |
|---|---------------|
| 1. Class Attendance, Preparation, Participation, and Contribution | 50 |
| 2. Chapter Reports | 50 |
| 3. Agency/Company Group Reports | 100 |
| 4. Cleveland CSR Seminar | 100 |
| 5. Community Service | 100 |
| 6. Final Paper | 100 |
| Total Possible Percentage Points | 500 |

Grading Scale: A = 500 - 450; B = 449 - 400; C = 399 - 350; D = 349 - 300; F ≤ 299

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1. CLASS ATTENDANCE, PARTICIPATION, AND CONTRIBUTION (50 POINTS)

You earn points in this category by fully participating and being involved in class discussions on a regular basis. The class will be divided into groups to lead the discussion on the book chapters. The professor is interested in both quality and quantity of contributions, and will keep track of both throughout the term. To receive more points in this category, you must regularly add to the class discussion in a meaningful way. Your attentive presence will greatly enhance your understanding of the concepts presented in class. Your classmates can also benefit from your questions and comments. Our class time together can be viewed as an opportunity for collective learning. *For collective learning to be successful, students must come to class prepared and willing to participate.* Therefore, the following behavioral anchors will be used to determine your contribution grade:

45-50 points - Outstanding Contributor: Contributions reflect exceptional preparation. Valuable insights are offered and arguments are well substantiated.

40-44 points - Good Contributor: Contributions reflect thorough preparation. Ideas are usually substantive and insightful.

35-39 points - Adequate Contributor: Attended class but said little or nothing. Comments reflect satisfactory preparation and are generally useful, but do not necessarily offer great insight.

≤34 - Unsatisfactory Contributor: Comments reflect little or no preparation. No valuable insights are offered. Comments detract from the ongoing discussion. Comments were isolated, obvious or confusing. Missing class is also considered unsatisfactory; therefore, any absence from class will result in an F for contribution.

2. CHAPTER REPORTS – KOTLER & LEE (50 POINTS) CHECK CALENDAR FOR DUE DATES

You will be partnered with a classmate to prepare a creative report on one chapter of the textbook. Research contemporary examples to match the descriptions of the assigned corporate initiative.

3. AGENCY/COMPANY GROUP REPORTS (100 POINTS) DATE: MARCH 11, 2015

Compose a two page executive brief and create a brief power point slide presentation to be handed out in class for discussion.

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| G1: Interview the Directors of at least 3 not-for-profits and inquire how they obtain and use funds. |
| G2: Research at least 3 large foundations to determine their purpose and guidelines for distributing funds. |
| G3: Interview at least 3 local small business to explore how they prioritize their giving and the criteria they use. |
| G4: Research at least 3 national companies to determine their philanthropic endeavors and CSR philosophies. |

4. CLEVELAND CSR SEMINAR (100 POINTS) DATES: APRIL 9 & 10, 2015

The class will take a trip to Cleveland, OH, which is scheduled for April 9 and 10 and is sponsored by Bob and Sylvia Reitman, (B&E College alum). We will leave at noon on Thursday (April 9) and return Friday (April 10) evening around 7:30 pm, traveling by chartered bus to and from Cleveland. Mr. Reitman will reserve our hotel rooms and set up a program of speakers and tours. This trip will include a

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tour of Idea Stream, a CSR Panel Forum, and a tour of the Rock-n-Roll Hall of Fame. Business casual dress is required for the meetings.

5. COMMUNITY SERVICE (100 POINTS)

During the semester you are required to perform a minimum of 30 hours of service for a not-for-profit. You are to keep a *journal* (e.g. Blue Book) showing dates, times, activities of each visit. Conclude with a two/three page reflective piece on what you did and learned. Also address how the experience could have been improved. Be prepared to discuss in class.

Note: We may carve out 6-8 hours of the 30 for a group community project.

| Item | Due Date |
|---|----------|
| Community Service Agreement Form (15 pts) | 1-28-15 |
| Completion of Service (60 pts) | 4-15-15 |
| Journal with Reflective Brief (25 pts) | 4-22-15 |

6. FINAL PAPER (100 POINTS) *DUE ELECTRONICALLY BY 6:00 PM ON MAY 6, 2015.*

Prepare a 5-6 page individual paper addressing the following two questions

Part I - "If I had \$20,000 of personal money to give away, what I would I do and why?"

Part II - "What have I learned this semester and how will I use it?"

Criteria: single spaced, 1 inch margins, no cover page, name, date, and page number in right header

OTHER POLICIES

Academic Dishonesty: Academic dishonesty will not be tolerated. Please refer to the West Virginia University Student Handbook for more information about academic dishonesty. *Special Note:* Any student who is caught cheating in this class will receive a failing grade.

Social Justice: I pledge to treat each student with respect and fairness. It is expected that you will reciprocate and show the same courtesy to me and your fellow students.

West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive professional learning environment based upon open communication, mutual respect, and non-discrimination. Students will refrain from (a) talking when the teacher or other students are talking, (b) arriving late, or leaving early, (c) reading the newspaper or other unrelated material, (d) using profanity, (e) using cell phones, etc., or (f) any other disruptive behavior. Students engaging in disruptive behavior of this type will be penalized up to five percentage points off of their final grade and may be asked to leave the class.

WVU University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color, or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me during the first two weeks of the semester and make appropriate arrangements with Disability Services (293-6700).

Weather Conditions: If WVU classes are cancelled for weather, any assignment scheduled for that date will be due at the beginning of the next class meeting. I reserve the right to alter our published schedule for the remainder of the course to accommodate the missed class session.

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Late Assignments Policy: Assignments are due at the beginning of class on the day indicated. Late assignment grades will be reduced by ten percent per day, including assignments turned in on the due date, but later than assigned time.

TENTATIVE CLASS SCHEDULE – SPRING 2015

| W | Date | Topic | Activity/Guest Speaker |
|----|------|--|---|
| 1 | 1-14 | Introductions & Course Logistics | Articles: <i>Wall Street Journal</i> & <i>The Chronicle of Philanthropy</i> Activity: Review website of NCCS |
| 2 | 1-21 | Community Service Philanthropic Philosophy | Visitor: Center Civic Engagement Rep Article: <i>The Gospel of Wealth</i> , Andrew Carnegie Activity: Develop Class Mission Statement (L1) |
| 3 | 1-28 | The Case for Doing at Least Some Good <i>Community Service Agreement is Due</i> | Kotler & Lee: C1 & C2 Activity: Set Project Timeline & Prepare RFP (L2) |
| 4 | 2-4 | 1-3 Corporate Social Initiative | Kotler & Lee: C3, C4, & C5 Activity: Plan Event (L3a & L3b) |
| 5 | 2-11 | 4-6 Corporate Social Initiative | Kotler & Lee: C6, C7, & C8 |
| 6 | 2-18 | Corporate collaboration with non-profits: Benefits and strategic fit | Kotler & Lee: C9 & C10 Activity: Design & Prepare Invitations (L4) Design & Prepare Event Program (L5) |
| 7 | 2-25 | Understanding the Essence of Non-profit & their Non- Tax Status | Visitor: Dr. Presha Neidermeyer |
| 8 | 3-4 | Grant Writing – Non Profit Perspective Business Etiquette | Visitor: Ms. Trina Cutright |
| 9 | 3-11 | Criteria used for giving limited resources | Activity: Group Reports |
| 10 | 3-18 | | Activity: Start Evaluation of Agency Packets (L6 & L7) |
| 11 | 3-25 | No Class on Wednesday | Spring Break Week |
| 12 | 4-1 | | Activity: Finish Evaluation of Agency Packets (L6 & L7) |
| 13 | 4-8 | No Class on Wednesday | Cleveland CSR Seminar, April 9 and 10 |
| 14 | 4-15 | <i>Community Service should be completed</i> | Activity: Preparation of Acceptance and Rejection Letters (L8 & L9) |
| 15 | 4-22 | Debrief Cleveland Trip <i>Service Journal is Due</i> | Activity: Final Plans and Rehearsal for Media Event (L3a & L3b) |
| 16 | 4-29 | | Activity: Media Event - April ___ @ ___ am/pm - Present Recipients with promissory letters |
| 17 | 5-6 | <i>Final Paper is Due Electronically by 6:00 pm</i> | |

LEADERSHIP ROLES:

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| <ol style="list-style-type: none"> 1. Lead on Mission Statement 2. Lead on Time Line and RFP 3. Event Coordinators (2) Food & Beverage / Location 4. Lead Design and Prepare Invitations | <ol style="list-style-type: none"> 5. Lead Design and Prepare Program for Event 6. Class President 7. Class Secretary 8. Lead on Acceptance Letters 9. Lead on Rejection Letters |
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