

THE UNIVERSITY OF HONG KONG
SCHOOL OF ECONOMICS AND FINANCE
CCGL9018: Corporate Social Responsibility
Second Semester 2016-17

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COURSE LOGISTICS:

Teaching Period: **16 Jan 2017 to 29 April 2017**

Lecture Schedule: **Wednesday 2:30 – 4:20 p.m.**

Lecture Room: **MW T1**

The first lecture will be devoted to an introduction of the course and on Moodle logistics.

Exact dates for cancelled classes will be announced in due course. Make-up classes will be scheduled during Reading Week and will be announced in January 2017.

We use a course management system named MOODLE. Please login to your HKU Portal account to access MOODLE. For further details, please refer to the “MOODLE Instruction Guide” that is posted on our MOODLE website. You are urged to ask questions about the course via the MOODLE platform.

Lecture notes will be uploaded as the course progresses.

COURSE DESCRIPTION:

This is a course on corporate social responsibility and business ethics.

We study what is a corporation, why it exists, and what is its relationship with the market and the government. We study Milton Friedman and Peter Drucker’s concepts of the social responsibility of corporations.

Business ethics inform corporate social responsibility. Behind the various concepts of business ethics are moral and ethical systems. These include Utilitarianism, Kant, Nozick, Rawls and Sandel. These are studied and applied to human behavior and their implications for management practices are examined.

Applications to management issues are studied through cases, for example, Enron, Wal-Mart, Facebook, HIV drugs, genetic testing, Citigroup, Johnson & Johnson, Lockheed, Google, and DeBeers. And these will be discussed in our tutorials.

AIMS:

The course helps students to:

- (1) gain an understanding of what is a corporation and why it exists;
- (2) learn key concepts about corporate social responsibility and business ethics;
- (3) understand the major ethics systems; and
- (4) attain a critical appreciation of corporate social performance and business ethics in international business.

Students are introduced to real business cases to facilitate learning through specific examples.

PRE-REQUISITES:

There is none.

ASSESSMENT TASKS:

Assessment Method	Assignment	Weighting	Alignment with CILOs
Written paper	Expository essay	45%	1, 2, 3, 4
Class participation	Lecture and tutorial participation	5%	1, 2, 3, 4
Final Examination	2-hour written examination	50%	1, 2, 3, 4

There are two assessment requirements for this course: (1) a written 2-hour final exam (50%) covering everything taught in the, and (2) course coursework is a written paper of 1500 words (45%). The course grade 100% is determined as the sum of three assessment requirements.

Final Exam:

The final exam will be scheduled in the Assessment Period and will be essay type. Students will choose to answer 3 out of 5 questions. The questions will be on the course material taught in class.

Written Paper

The written paper should apply the concepts of business ethics and corporate social responsibility studied in the course to a case. It should be a thoughtful examination of a case discussed in this course (either in lectures or tutorials) based on the materials

assigned in the reading list. There is **NO** need to consult additional reading materials. Students should **NOT** work on a subject from another course. Here are some good approaches:

- (1) Write a critical review of one of the cases: Enron, Wal-Mart, Facebook, HIV drugs, genetic testing, Citigroup, Johnson & Johnson, Lockheed, Google, or DeBeers using one or several of the concepts learned in the course.
- (2) Write a critical review of Eric Schmidt and Jared Cohen, *The New Digital Age: Reshaping the Future of People, Nations and Business*, Knopf, 2013.
- (3) Write a critical review of Moises Naim, *The End of Power: From Boardrooms to Battlefields and Churches to States, Why Being In Charge Isn't What It Used to Be*, Basic Books, 2014.
- (4) Consult with the tutor for advice in deciding on a topic.

The final written paper is due on **Sunday, 14 May 2017**, which is one week after the revision period and 2 weeks after classes have ended. Late submissions will **NOT** be accepted. A precise word count must be given at the end of the paper. Footnotes and references should be placed at the end of the paper so that they can be excluded from the word count. Appendices are not necessary and not appropriate for papers of such a short length and should not be submitted. It is advisable to seek English language assistance if needed to ensure that your paper is clear.

Ten weeks before the deadline for the final paper, students **must** submit a **half-page proposal** of the paper they intend to write. The deadline for the proposal is before the start of Reading Week on **Sunday, 5 March 2017**. Late submissions will not be allowed. Students should include in the proposal the title of the project and a short summary of the subject they will investigate.

Students are also encouraged to submit a first draft of the final paper for the instructor to provide feedback, but this is optional, not mandatory. If students choose to submit a first draft, they must do so at least 3 weeks before the deadline for the final paper on **Sunday, 23 April 2017**. Your grade on the paper will depend only on your final paper, and not your draft.

Therefore, **deadlines** to be observed:

Proposal submission	—	Sunday, 5 March 2017
First draft (optional) submission	—	Sunday, 23 April 2017
Final paper submission	—	Sunday, 14 May 2017

The proposal and paper(s) **must** be submitted electronically via MOODLE.

Class Attendance

Class attendance for lectures is mandatory. Random roll calls of 20 students during lecture classes will be conducted 6-8 times during the semester. Frequency of calls will be higher in the latter part of the semester. Students who miss class each time without a prior medical certificate will receive 1% penalty point in the final grade. Students who missed a class once will be called again in future roll calls.

COURSE SYLLABUS:

CCGL9018: Corporate Social Responsibility Reading List

Required readings are marked with an asterisk; others are optional.

I. Introduction

*YCR Wong, “Notes on Corporate Social Responsibility?” January 2014.

Robert Tricker, “The Corporate Governance Debate”, *The Pocket Director*, The Economist Books, 3rd Edition, 1998, pp. 26–36.

II. Corporate Social Responsibility

*David P Baron, *Business and Its Environment*, 7th edition, Pearson Education, 2013, Chap. 20, pp. 557-593.

*Milton Friedman, “The Social Responsibility of Business is to Increase its Profits”, *The New York Times Magazine*. 13 September 1970.

Judd F. Sneirson, “Doing Well By Doing Good: Leveraging Due Care for Better, More Socially Responsible Corporate Decision Making”, *Corporate Governance Law Review*, Vol. 3, p. 438, 2007

*Peter F Drucker, “The New Meaning of Corporate Social Responsibility”, *California Management Review*, Vol. 26, No. 2, Winter, 1984, pp.53-63.

<https://www.youtube.com/watch?v=nL-FqE47Ius>

III. The Present and Future

Peter F Drucker, “The Age of Social Transformation”, *The Atlantic Monthly*, November 1994.

*Peter F Drucker, “The Next Society: A Survey of the Near Future”, *The Economist*, Vol. 361, No. 8246, 3-9 November 2001.

*Peter F Drucker, “The New Workforce – Knowledge Workers are the New Capitalists”, *The Economist*, Vol. 361, No. 8246, 3-9 November 2001.

*Peter F Drucker, “The New Pluralism”, *Leader to Leader*, No. 14, Fall, 1999.

*Vilfredo Pareto, *Cours d’Economie Politique*, 1896 (excerpt)

Moises Naim, *The End of Power: From Boardrooms to Battlefields and Churches to States, Why Being In Charge Isn’t What It Used to Be*, Basic Books, 2014.

Moises Naim, *The End of Power*, Get Abstract, 2015.

<https://www.youtube.com/watch?v=YKJPI43307I>

<https://www.youtube.com/watch?v=SCxJjqJ7Fkk>

<https://www.youtube.com/watch?v=qfi6IXLDOM>

Eric Schmidt and Jared Cohen, *The New Digital Age: Reshaping the Future of People, Nations and Business*, Knopf, 2013.

Eric Schmidt and Jared Cohen, *The New Digital Age*, Get Abstract, 2015.

<https://www.youtube.com/watch?v=wAfcWfqD7qU>

<https://www.youtube.com/watch?v=3QhYsCIRj1k>

<https://www.youtube.com/watch?v=OuglleOqIw0>

IV. Ethics Systems: Utilitarianism, Rights and Justice

*David P Baron, *Business and Its Environment*, 7th edition, Pearson Education, 2013, Chap. 21-22, pp. 594-658.

V. Behavioral Ethics, Individuals and Management

*David P Baron, *Business and Its Environment*, 7th edition, Pearson Education, 2013, Chap. 23, pp. 659-680.

VI. Ethics in International Business

*David P Baron, *Business and Its Environment*, 7th edition, Pearson Education, 2013, Chap. 24, pp. 681-706.

VII. Integrative Case

*David P Baron, *Business and Its Environment*, 7th edition, Pearson Education, 2013, Part V: GlaxoSmithKline and AIDS Drugs Policy, pp. 707-711.

Tutorial cases: Enron, Wal-Mart, Facebook, HIV drugs, genetic testing, Citigroup, Johnson & Johnson, Lockheed, Google, and DeBeers.

Study Load:

Activities	Number of hours
Lectures	24
Reading / Self-study	72
Tutorials	12
Preparation of Case/Data Analysis for Tutorials	12
Assessment: Written paper	30
Assessment: Final Examination	2
Total:	152

Course Intended Learning Outcomes (CILOs) and Alignment with Programme Learning Outcomes (PLOs):

CILOs – On completing the course, students will be able to:	Alignment with CC PLOs
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1.	A heuristic understanding of key concepts and ideas relevant to analyzing CSR and business ethics issues.	1, 2,
2.	Understand, analyze and critically interpret and reflect upon the ethical dimensions of business decisions and their moral dilemmas.	1, 2
3.	Understand, analyze and critically interpret and reflect upon the consequences of business decisions in situations where there are issues of social responsibility and ethics.	1, 2, 3
4.	Understand, analyze and critically interpret key concepts and ideas through applying them to examine business situations.	1, 2, 3, 4

Assessment Tasks:

Assessment Method	Details of Assignment	Weighting	Alignment with CLOs
Written paper	Expository essay	45%	1, 2, 3, 4
Class participation	Lecture and tutorial participation	5%	1, 2, 3, 4
Final Examination	2-hour written examination	50%	1, 2, 3, 4

Standards of Assessment

Grade	Criteria and Standards
Course Level Grade Descriptors	
A+, A, A-	Show superior grasp of all aspects of the course and demonstrate strong evidence of original thinking and evidence of extensive knowledge base in the subject area.
B+, B, B-	Show reasonable grasp of the key aspects of the course and demonstrate good evidence of original thinking and evidence of reasonable knowledge base in the subject area.
C+, C, C-	Show acceptable coverage of most aspects of the course, and demonstrate some evidence of original thinking and evidence of acceptable knowledge base in the subject area.
D+, D	Show marginal coverage of some aspects of the course, and demonstrate marginal evidence of original thinking and evidence of marginal knowledge base in the subject area.
F	Failure to identify and address any main theme and issue. No critical engagement with any issue, little mentioning and application of relevant concepts and theories, and with inaccuracies when doing so. Demonstrates a lack of understanding of existing arguments relevant to the topic.

ACADEMIC CONDUCT:

1. The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>
2. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual

credit, either for oneself or for another. It includes, but is not necessarily limited to, the following type of case:

- a. Plagiarism - The representation of someone else's ideas as if they are one's own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one's own work. Paraphrasing of someone else's ideas is still using someone else's ideas, and must be acknowledged.
- b. Unauthorized Collaboration on Out-of-Class Projects - The representation of work as solely one's own when in fact it is the result of a joint effort. Where a candidate for a degree or other award uses the work of another person or persons without due acknowledgement:
 - The relevant Board of Examiners may impose a penalty in relation to the seriousness of the offence;
 - The relevant Board of Examiners may report the candidate to the Senate, where there is *prima facie* evidence of an intention to deceive and where sanctions beyond those in (1) might be invoked.
- c. Double Submission of Assignments - The submission of assignments as fulfilment of work in this course using materials that were or are being submitted for another course is also plagiarism. It is self-plagiarism and is the same as plagiarism, i.e., representation of someone else's ideas as our own. That some else is oneself. It is an attempt to get credit for work that will earn credit elsewhere.

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