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. PREREQUISITES
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 is 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

<table>
<thead>
<tr>
<th>Course Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course Requirements Checklist</td>
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<tr>
<td>Discussion Board Forum Threads (4 at 75 pts ea)</td>
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</tr>
<tr>
<td>Discussion Board Forum Replies (4 at 75 pts ea)</td>
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<tr>
<td>Personal Worldview Answers/Business Ethics Paper</td>
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<tr>
<td>Critical Analysis Template</td>
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<tr>
<td>Midterm Exam (Modules 1–4)</td>
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<tr>
<td>Final Exam (Modules 5–8)</td>
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<td><strong>Total</strong></td>
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B. Scale

C+ = 820–839   C = 780–819   C- = 760–779   F = 0–759

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.
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**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
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<tbody>
<tr>
<td>1</td>
<td>Lawrence &amp; Weber: chs. 1–5 7 presentations 1 article</td>
<td>Course Requirements Checklist Graduate Level Business Program Assessment Class Introductions DB Forum 1 Thread</td>
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<td>5</td>
<td>Lawrence &amp; Weber: chs. 10–13 6 presentations</td>
<td>DB Forum 3 Thread</td>
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<td>DB Forum 3 Replies</td>
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<td>7</td>
<td>Lawrence &amp; Weber: chs. 14–19 8 presentations</td>
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**Total** 1010

DB = Discussion Board

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.