

BUSINESS AND SOCIETY
Fall 2022, Period 1
5 study points, Advanced level
Management and Organisation / Study Module in Corporate Responsibility

Examiner/Instructor: Professor Martin Fougère (Management and Politics)
E-mail: martin.fougere@hanken.fi

The course uses Moodle. The password for the course Team and the enrolment key for the course will be sent to all students registered for the course. In addition, they will be shared during the introductory session.

Initial requirements

In order to take this course, you need to be a master's student or an external student taking the study module in Corporate Responsibility.

Learning objectives

After the course you are meant to be able to:

- describe society as characterized by the trisector relationship between business, government and civil society
- discuss how the concept of corporate responsibility entails transformations in the relations between the three sectors
- apply theories and frameworks to different real-life cases involving tensions between the three sectors

Learning methods

The course will include scheduled lectures and guest lectures, reflections on films that you can see at a time of your convenience, teamwork on cases, and an individual final assignment. You are expected to be active during the lectures – activity contributing to the course substance will be rewarded. In addition, in teams you will prepare your case presentations. These exercises are meant to help you (both as presenting/performing teams and as audience of presentations) better understand the complexity of the connections between business, government and civil society. Finally, the final assignment will be meant for you to display your enhanced understanding and it will also encourage more personal reflections.

Key competencies to be acquired

The key competencies that you are expected to acquire relate to knowledge of: (1) society characterized by a triangular relationship between business, government and civil society; (2) the notion of corporate responsibility; (3) a number of cases revealing of potential clashes (and/or win-win possibilities) between business, government and civil society; and (4) useful frameworks for analysing these cases.

Core skills to be developed

The core skills that you will develop further through your activities include (1) ability to work in teams; (2) ability to search for and find relevant information, as well as different opinions on one particular case / organization; (3) ability to apply theories and the case analysis framework to different real-life cases; (4) ability to understand the different sides of complex issues; (5) ability to present one's analysis to an audience; (6) ability to reflect critically on complex issues and form one's own opinion on these issues; and (7) ability to understand the political role of business-related actors, and more broadly the role of business in today's globalized world.

Lectures

A preliminary version of the lecture notes will normally be found on Moodle the day before the lecture in question. Participation in the lectures is not mandatory, but is strongly recommended as (1) in class valuable activity (both through oral participation and relevant comments written in the chat function of Teams) represents **10 points** (i.e. 10 % of the final grade), and (2) lecture material serves as a basis for all assignments.

Assignments

The assignments will consist of individual reflections on relevant films, teamwork on cases and an individual final assignment. **For deadlines, check the course schedule and the Moodle assignments themselves.**

Individual reflections on films

Six documentary films will be part of course material – these are all documentary films dealing with business impacts on society. You will have to submit your reflections for **three of the films**. For each of the films, there will be several essay questions related to issues discussed in the course: each of you will have to answer one of these questions (of your choice). The proposed total length of the reflections papers is **4-5 pages**. These reflections will be graded out of **10 points each**. See the course timetable for the film titles and when you should watch them. Four of the films are on Kanopy (you have free access through your Hanken credentials) and for the other two, there are direct links on Moodle.

Teamwork on cases

There will be 3-4 students per team. Based on frameworks that will be introduced during the course, each team will study one relevant case containing ‘issue conflicts’ / challenges between a company and civil society organizations or/and governments/states. This does NOT need to be the worst possible case of conflict, and cases with win-win or even win-win-win elements can be appropriate too; but even those typically pose challenges and tensions that need to be understood and problematized, and the analysis framework will help in doing this. Your teams will be expected to search for and find relevant cases, for instance involving a company from the home country of some of the team members. As soon as your team has chosen a case, you should inform me and I will then confirm whether this case is appropriate – as two teams cannot pick the same case. Those of you who struggle in finding a case (after trying hard) can ask me for suggestions. All student teams are encouraged to search for appropriate cases as early as possible.

The case report (around 15 pages) should include: (1) an introduction; (2) a general description of the company(ies) involved; (3) relevant information on the context in which the case took place; (4) an analysis of the case based on the frameworks introduced in the course; and (5) a discussion of how this case relates to issues from the course and recommendations to the company(ies), if applicable. This can be complemented by other approaches that the student teams find appropriate. For deadlines, check the course schedule and the Moodle assignments themselves. All case reports will be uploaded on Moodle.

Depending on how many teams there are in total, two or more sessions will be devoted to case presentations. All members of each team will have to be present at their presentation. There will be 3 presentations per session and the time devoted to one presentation will be 20 minutes at most, with 10 minutes for discussion – i.e., **30 minutes** in all.

The teamwork on cases will be graded out of **30 points** (25 for the report and 5 for the presentation).

Final assignment

The final assignment will be related to applying the analytical framework introduced during the course to

how recent crises (particularly the COVID crisis and the Ukraine crisis) affect different industries. More detailed instructions for the final assignment will be made available in a separate document.

Academic writing and plagiarism

When writing your case reports and multi-actor debate preparations, please follow general academic conventions in terms of **carefully referencing and quoting your sources**. See <https://www.hanken.fi/en/about-hanken/organisation/library/write/referencing-tools> for some referencing tools that may be useful.

Plagiarism is the theft or use of someone else's work without proper acknowledgement, presenting the material as if it were one's own. Plagiarism is a serious academic offence equated with cheating in examinations, and the consequences are severe.

Plagiarised material may originate from any source. It is equally serious to use information from the internet as it is to use material from a printed source if it is not properly acknowledged. It is entirely acceptable to use quotations or data from work of others, but the source of the quotation or data should always be given. Failure to provide a source or put quotation marks around material that is taken from elsewhere gives the impression that the comments are original and one's own. When quoting word-for-word from the work of another person, quotation marks must be used. Sources used should be listed in full in a bibliography at the end of the piece of work.

For assignments where there might be a risk of copy and pasting we use the **Turnitin function** (see turnitin.com) which is embedded in Moodle. So **there is really nothing to gain (and much to lose) in copy and pasting without referencing**.

Readings included in course literature

Academic articles specified in separate document.

Evaluation

The maximum possible number of points is **100**, broken down as follows:

• Valuable individual activity during all sessions (lectures and cases)	10
• Individual reflections on films (3x10)	30
• Case report	25
• Case presentation	5
• Total case-related	30
• Final assignment	30
• TOTAL	100

NOTE: TO PASS THE COURSE, YOU MUST

- achieve a mark of at least 50% in the **final assignment** (i.e. **15 points**)
- achieve a combined score of at least **15 points** for the **film reflections** total
- achieve a combined score of at least 50% for the **case-related** total (i.e. **15 points**)
- achieve a total score of at least **50 points** for the **entire course**

THE POINTS YOU RECEIVE ARE VALID ONLY DURING THIS ACADEMIC YEAR AND STUDY PERIOD.