



ATTACHMENT 5.

**T6. COURSE SPECIFICATIONS
(CS)**

Course Specifications

Institution: Al-Yamamah University	Date: 04.11.2018
College/Department: College of Business Administration/Management Department	

A. Course Identification and General Information

1. Course title and code: BUS-401; Ethics & Corporate Social Responsibility			
2. Credit hours:3			
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs) BSBA (Management)			
4. Name of faculty member responsible for the course: Dr. Saif Sami			
5. Level/year at which this course is offered:Third Year/ Fifth Semester			
6. Pre-requisites for this course (if any):BUS 302			
7. Co-requisites for this course (if any): N/A			
8. Location if not on main campus:			
9. Mode of Instruction (mark all that apply):			
a. traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="80%"/>
b. blended (traditional and online)	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="20%"/>
c. e-learning	<input type="checkbox"/>	What percentage?	<input type="text"/>
d. correspondence	<input type="checkbox"/>	What percentage?	<input type="text"/>
f. other	<input type="checkbox"/>	What percentage?	<input type="text"/>
Comments:			

B. Objectives

1. What is the main purpose of this course?

Though governments and nonprofits are crucial to a modern society, businesses are largely responsible for creating the wealth upon which the well-being of the society depends. As they create that wealth, their actions impact society, which is composed of a wide variety of stakeholders. In turn, society shapes the rules and expectations by which businesses must navigate their internal and external environments. This interaction between corporations and society (in its broadest sense) is the concern of corporate social responsibility (CSR).

This course intends to impart to the students the basic understanding of the concepts of ethics and CSR. This course will focus on making sure that students recognize the importance of business ethics and CSR that an organization is supposed to undertake while pursuing their goals of profit maximization.

Upon successful completion of this course students should be able to:

1. Gain an understanding of the scope of Ethics and CSR issues.
2. Develop a multi-stakeholder perspective in viewing Business Ethics & CSR issues.
3. Explore the connections among strategy, ethics and CSR.
4. Understand that multiple, often conflicting or differing, viewpoints and tradeoffs exist around each CSR issue.
5. Take away a more sophisticated and sensitive understanding of the complex issues confronting corporate and societal leaders.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web-based reference material, changes in content as a result of new research in the field)

Use of internet-based technologies to have a better understanding of the concepts of management via online videos and online case studies.

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

This course examines the need for Corporate Social Responsibility and addresses current issues in Business Ethics with an emphasis on topical issues. This course offers an introduction to the concept of ethics, values, and morality, as well as cultural beliefs in all areas of business and society. The course will also cover the issues and challenges of Corporate Social Responsibility toward all the stakeholders and community as a whole. Understanding these expectations is the key to communicating core values and behavior, not only to employees but society at large.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
Defining Ethics & CSR	2	6
Strategy and Ethical Behavior	1	3
Strategy & CSR: Stakeholder Perspective	2	6
Ethics & CSR: Whose Responsibility?	1	3
CSR as a Strategic Filter	2	6
Implementing Ethics & CSR in Business Scenarios	2	6
Ethics & Organizational Issues	1	3
CSR & Organizational Issues	1	3
Economic & Societal Issues of Ethics & CSR	2	6
Legal Issues of Ethics & CSR	1	3

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	45					45
	Actual	45					45
Credit	Planned	3					3
	Actual	3					3

3. Additional private study/learning hours expected for students per week.

3

4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods																
1.0	Knowledge																		
1.1	<p><i>Description of the knowledge to be acquired</i></p> <ul style="list-style-type: none"> ▪ Define ethics and corporate social responsibility. ▪ Recognize the importance of ethics and CSR in dynamic business scenarios. ▪ Understanding the role of rights and duties of the various stakeholders in pursuit of ethics & CSR. 	<p><i>Learning activities include lectures, case studies, research projects and team efforts. Students are expected to read the textbooks or other assigned reading outside of and before each class, and to participate in the critical evaluation of the material through small-group and class discussion.</i></p>	<p><i>Methods for assessment of knowledge acquired are varied, including:</i></p> <ul style="list-style-type: none"> ▪ Class participation ▪ Group discussion ▪ Presentation ▪ Individual and group assignments ▪ Quizzes ▪ Mid-term and final exams ▪ Project report 																
1.2	<ul style="list-style-type: none"> ▪ Outline relation between organizations and their responsibilities towards different societal issues. ▪ Acquire skills to understand the ethical and CSR problems faced by various stakeholders. ▪ Recall knowledge for communication of decision to manage change with regard to ethics & CSR. 			2.0	Cognitive Skills			2.1	<p><i>Description of cognitive skills to be developed</i></p> <ul style="list-style-type: none"> ▪ Implementing the ethical concepts of CSR at business organizations. Also, the approaches used by business organizations to make sure that CSR is effectively implemented to be studied and understood. 	<p><i>Teaching strategies to be used to develop the cognitive skills include the following:</i></p> <ul style="list-style-type: none"> ▪ Class discussion ▪ Real life business case studies ▪ Role playing ▪ Field trips ▪ Research projects ▪ Team efforts 	<p><i>Methods for assessment of the cognitive skills include the following:</i></p> <ul style="list-style-type: none"> ▪ Presentation ▪ Individual and group assignments ▪ Quizzes ▪ Projects 	2.2	<ul style="list-style-type: none"> ▪ Understanding the implementation of basic CSR issues such as societal development, environmental protection and ethical aspects of a business. 	3.0	Interpersonal Skills & Responsibility			3.1	<p><i>Description of the interpersonal skills and capacity to carry responsibility to be developed</i></p>
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	<ul style="list-style-type: none"> ▪ <i>Actively seeking and giving feedback during classroom discussion</i> ▪ <i>Building effective relationships with others and presents ideas persuasively and confidently.</i> ▪ <i>Ability to work collaboratively with team members.</i> 	<p><i>include the following:</i></p> <ul style="list-style-type: none"> ▪ <i>Class discussion</i> ▪ <i>Presentation</i> ▪ <i>Role playing</i> ▪ <i>Field trips</i> ▪ <i>Group projects</i> 	<p><i>include the following:</i></p> <ul style="list-style-type: none"> ▪ <i>Presentation</i> ▪ <i>Individual and group assignments</i> ▪ <i>Projects</i>
3.2	<ul style="list-style-type: none"> ▪ <i>Ability to present facts and ideas confidently</i> ▪ <i>Demonstrating leadership qualities by being visible among the students.</i> 		
4.0	Communication, Information Technology, Numerical		
4.1	<p><i>Description of the skills to be developed in this domain.</i></p> <ul style="list-style-type: none"> ▪ <i>The ability to communicate effectively in oral and written English.</i> ▪ <i>The ability to effectively search the web using top rated search engines and verified searching techniques.</i> ▪ <i>The ability to access databases made available by the university library and other e-learning resources.</i> 	<ul style="list-style-type: none"> ▪ <i>Class discussion</i> ▪ <i>Group projects</i> 	<ul style="list-style-type: none"> ▪ <i>Class participation</i> ▪ <i>Group discussion</i> ▪ <i>Presentation</i> ▪ <i>Individual and group assignments</i> ▪ <i>Quizzes</i> ▪ <i>Mid-term and final exams</i> ▪ <i>Project report</i>
4.2	<ul style="list-style-type: none"> ▪ <i>The ability to use the Al-Yamamah University information systems, such as: Students' email system, Students' Absence system (EDUGATE), LMS, Al-Yamamah Electronic Community (YEC), and e-registry.</i> ▪ <i>Presenting and expressing ideas numerically using various mathematical and statistical techniques.</i> ▪ <i>The ability to understand fundamental numerical and mathematical applications.</i> 		
5.0	Psychomotor		
5.1			
5.2			

5. Schedule of Assessment Tasks for Students During the Semester			
S.No.	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1.	Class participation	N.A.	10
2.	Attendance	N.A.	10
3.	Assignment	6	10
4.	Quiz	5, 11	10
5.	Mid-term Exam	8	20
6.	Final exam	16	40
	Total		100%

D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Faculty members are providing two hours per week for student consultation and academic advice.

E Learning Resources

1. List Required Textbooks

- **Strategic Corporate Social Responsibility, Third Edition by David Chandler and William B. Werther, Jr; 2013, Sage Publication.**

2. List Essential References Materials (Journals, Reports, etc.)

Any text titled: 'Business Ethics, 'Ethics & CSR', 'Corporate Social Responsibility' will be a very helpful and useful textbook. Examples of the suggested journals are as follows:

- Harvard Business Review.
- Business and Professional Ethics Journal.
- The International Journal of Business and Society.

3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

- YU Learning Management System (LMS) and publisher's Web site of students' resource center.

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

- Handouts, Glossary, Web Links.

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) <ul style="list-style-type: none"> ▪ Classrooms
2. Technology resources (AV, data show, Smart Board, software, etc.) <ul style="list-style-type: none"> ▪ Wi-Fi and web-enabled technologies in classrooms.
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)
N/A

G Course Evaluation and Improvement Processes

<p>1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching</p> <ul style="list-style-type: none"> ▪ At the end of each semester, course evaluation forms containing a multi-scale ranking questionnaire regarding the effectiveness of teaching in are filled by all students attending the course. The results of the evaluation are shown to the teacher.
<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department</p> <ul style="list-style-type: none"> ▪ Two other types of evaluation forms for teacher contribution in the area of teaching, research and the activity of various standing committees are also filled by peers and supervisors in addition to a self-evaluation form to be completed by the teacher himself or herself.
<p>3. Processes for Improvement of Teaching</p> <ul style="list-style-type: none"> ▪ YU Learning Management System (LMS) provides a platform for students' comments to improve the teaching methods. The experience gathered during the course is used to improve as required; ▪ Student, Peer and self-evaluation will be used to know the need for improvement. ▪ Faculty improvement can be done via workshops, training, attending conferences, etc.
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)</p> <ul style="list-style-type: none"> ▪ At the end of each semester, every teacher is required to submit the original answer script along with the question paper to the department which will be preserved for two semesters. This helps in processing the grade appeal issues and it also serves as a repository of course folder.
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <ul style="list-style-type: none"> ▪ The course report and classroom visits are planned to organize to review the course effectiveness and for further developing the course; ▪ Periodical meetings with the Head of Department, the committee and Dean will be held to review the course and make sure of its effectiveness.



Name of Course Instructor:Dr. Saif Sami

Signature: _____ **Date Specification Completed:**04.11.2018

Program Coordinator:Dr. Jehad Aldehayyat

Signature: _____ **Date Received:**