



Introduction

Welcome

I welcome you all to the Business and Society course.

The relationship between business and society is as old as the business system itself. In recent times this relationship has raised a raft of social, ethical, sustainability and economics issues. Businesses are under continuous scrutiny and with increasing reach and power of social media, adds to the complexity of the environment within which the businesses operate.

In the 13 weeks of Study Period 2, we will explore some of the issues related with business and society. There are 4 main components of the course- work, ethics, sustainability and being professional. We will discuss questions like- what does work mean, what does it take to build a sustainable society and live a fulfilling life, does it really matter what it means to me, what role can I play and what can businesses do.

We hope that at the end of this course you will have a broader understanding of work, ethical and sustainability challenges that confront businesses and societies, and you will feel more capable of making meaningful contributions to your chosen profession. We also hope that this course will ignite in you a passion, to engage further with these challenges as you continue your journey - upholding with integrity the core values of your chosen profession.

Warm regards
Dr Manjit Monga
Course Coordinator

Course Teaching Staff

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* Please refer to your Course homepage for the most up to date list of course teaching staff.

School Contact Details

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Course Overview

Prerequisite(s)

There are no prerequisite courses to be completed before this course can be undertaken.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Aim

The aim of this course is to develop students' understanding of the relationship between society, business, government, and the not-for-profit sector. It also aims to enable students to identify a range of professional capabilities necessary for participation in a sustainable society.

Course Objectives

On completion of this course, students should be able to:

CO1. Describe the relationship between the elements which make up societies and how these relationships affect the nature of work

CO2. Analyse how the development of these relationships is affected by time and place, including the relationships between indigenous cultures and business

CO3. Identify ethical issues in business, government, not-for-profits and society

CO4. Identify the features of their intended profession and professional life in the community

CO5. Relate the importance and relevant features of UniSA graduate qualities in preparing them for professional life in the community

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

	Graduate Qualities being assessed through the course						
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•				•		
CO2	•						•
CO3	•				•		
CO4	•	•			•		
CO5	•	•			•		

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

Business and society provides an introduction to the relationship between society, business, government, and the not-for-profit sector. It considers the historical and cultural influences on that relationship and the responsibilities of professionals as managers, practitioners, employees and customers. It provides the foundation for future study in the Business School courses.

Teaching and Learning Arrangements

External

3 hours x 13 weeks

Unit Value

4.5 units

Additional assessment requirements

There are no additional assessment requirements identified for this course.

Learning Resources

Textbook(s)

You will need continual access to the following text(s) to complete this course. Where possible the Library will make the book available for student use. Please check the Library catalogue before purchasing the book(s). The Library will always seek to purchase resources that allow an unlimited number of concurrent users, however availability is dependent on license arrangements with book publishers and platforms. <http://www.library.unisa.edu.au>

Svendsen, L (2008). *Work Acumen*.

Reference(s)

Crane, A., Matten, D., & Spence, L. J. (Eds.). 2008. *Corporate social responsibility: Readings and cases in a global context*. Abdingdon UK: Routledge.

Hartman, LP & DesJardins, J 2008, *Business Ethics: Decision-Making for Personal Integrity & Social Responsibility*, McGraw-Hill/Irwin, Boston.

Pritchard, M 2006, *Professional integrity: Thinking ethically*, Univ Press of Kansas, Lawrence KA.

Steiner, JF & Steiner, GA 2009, *Business, Government and Society: A managerial perspective, text and cases*, 12ed, McGraw-Hill, Boston.

Unerman, J, Bebbington, J & O'Dwyer, B (eds) 2007, *Sustainability accounting and accountability*, Routledge, Abdingdon UK.

Vernis, A, Iglesias, M, Sanz, B & Saz-Carranza, À 2006, *Non-profit organizations: Challenges and Collaboration*, Palgrave Macmillan, Basingstoke UK.

Materials dispatch

All course materials will be available online only.

Materials to be accessed online

learnonline course site

All other course related material can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

All study related materials can be accessed through: <https://my.unisa.edu.au>

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the [learnonline student help](#) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Research assignment	500 words	N/A	15%	30 Mar 2014, 11:00 PM	learnonline	CO1, CO3
2	Online presentation	N/A	2 minutes	25%	11 May 2014, 11:00 PM	learnonline	CO2
3	3 reflective pieces	2000 words	N/A	30%	8 Jun 2014, 11:00 PM	learnonline	CO1, CO3, CO4, CO5
4	Examination	N/A	2 hours	30%	Other - TBA	In person	CO1, CO2, CO3

Feedback proformas

The feedback proforma is available on your course site.

Assessments

Research assignment (Graded)

Purpose

Many aspects of work are ambiguous, without clear yes/no or right/wrong answers. This assignment is designed to explore that ambiguity. It also serves as an introduction to research, requiring you to collect information and use it to develop and support an argument.

Task Description

In this assignment, you will consider a statement about work, research information which relates to it, and discuss the statement, supporting the discussion with information from research. The assignment will be in the form of a short essay of 500 words.

Each student will be allocated a statement and a type of source in the first tutorial. The statements are based on the chapters in Lars Svendsen's book *Work*.

The four statements and their location in the textbook are:

1. Everyone should choose the profession that would pay the most. (Chapter 1 of the textbook)
2. Work without meaning is akin to torture. (Chapter 2 of the textbook)
3. Being managed can be one of the most frustrating features of professional life. (Chapter 5 of the textbook)
4. How much we get paid compared to others says something about our social position, our value in the social hierarchy. (Chapter 6 of the textbook)

The sources of information are the textbook *Work* and one of the four source types below:

1. Academic journal articles.
2. News sources – newspapers, TV news, web-based news services.
3. Art/film/TV.
4. Books – any book you might buy from a bookshop or borrow from a library.

One approach to the task is to:

1. Read your allocated statement in the context of the chapter in which it appears.
2. Think about the extent to which you agree with the statement.

3. Find and use sources from your allocated source type to consider and evaluate different views on the statement.
4. Discuss these ideas in a short essay of 500 words.

Resources

A number of resources are available to assist you with this assignment:

1. The library will conduct a workshop early in the course to assist students identify sources relevant to this assignment and to properly reference text and non-text sources.
2. An online version of this workshop entitled 'Help with Assignment 1' is available in the Assessments block on the course homepage.
3. A guide to the writing of essays at UniSA is available at <http://resource.unisa.edu.au/mod/book/view.php?id=23926>
4. Assistance is also available to help in structuring an argument. This can be found at <http://resource.unisa.edu.au/mod/book/view.php?id=28624&chapterid=12714>
5. The referencing style to be used in this assignment is the UniSA variant of the Harvard style. This can be accessed from the University's referencing website at <http://resource.unisa.edu.au/course/view.php?id=1572&topic=4>

Submission instructions

All assignments should be submitted in Word format. PDF files will not be accepted. Complete the 'rubrics' at the bottom of the Feedback form, indicating your self-evaluation of the assignment against the criteria. Include the Feedback form in Word format at the end of the assignment. Feedback forms are provided on the learnonline site. The assignment must then be submitted through the Gradebook link on the learnonline site.

Feedback

Feedback will be given within two weeks of the submission date. Feedback on this assessment will be provided on the Feedback form which is found on the learnonline site. For assessment criteria refer to the feedback sheet.

Due date

The completed assignment is due at 11.00 pm Adelaide time on Sunday 30 March 2014.

Extensions

Extensions will not normally be granted. Exceptions will be made for personal illness supported by medical certificates and for significant, unexpected and unforeseeable personal and family events. Apply for extensions to the course-coordinator, through the learnonline site. Note that assignment one will be discussed in the week following the due date, and so extensions longer than a couple of days will be made only in exceptionally rare cases. Late penalties will not apply to assignments for which an extension has been granted provided that the assignment is submitted by the extended submission date.

Late submissions (where no prior arrangement for an extension has been made)

Assignments submitted after the due date, without an authorised extension, will receive a penalty of 10% a day deducted from the total available mark for the assignment for up to 7 calendar days. After 7 calendar days the assignment will no longer be accepted. There is no commitment to return late assignments within two weeks of submission.

Resubmission

For assignment 1 ONLY, students who get graded between 40 - 49 will be invited to resubmit. If the student passes a resubmission the maximum mark that may be awarded is 50%. Re-marking may also be available subject to negotiation with the Course Coordinator as per standard policy.

Online Presentation (Graded)

Media presentation: Sustainability

Purpose

This assignment requires you to explore how businesses respond to sustainability challenges. It will enable you to:

1. Use contemporary audio-visual technology to prepare and deliver an effective online presentation
2. Present a convincing, clear and concise argument

Task Description

Prepare a video clip or voice-over PowerPoint presentation which identifies an action taken by a business organisation towards environmental sustainability and explains why the activity will contribute to global environmental sustainability.

The chosen business organisation should be from your home country. Maximum length is 2 minutes.

Industry associations or trade unions are not usually considered as businesses; if you plan to use one of these please discuss this with your tutor first.

Simple presentations such as speaking to the webcam and a succession of stills with commentary are acceptable, as are more complex submissions.

Students who do not have access to facilities which would allow them to prepare such an audio-visual presentation should approach their tutor before the end of Week 3 to make alternative arrangements. The alternative arrangement will most likely be the production of a full-page newspaper advertisement or poster, A3 size.

You will need to acknowledge where the conceptual and audio-visual material you use in the presentation comes from through referencing according to the UniSA version of the Harvard Guide.

Technical requirements for audio-visual presentations:

Your audio-visual presentation can be a videoclip or an autorunning PowerPoint with a voice over presentation. The assignment should be prepared in a widely accepted format which can be uploaded through learnonline. Acceptable video file formats include Quicktime .mov, Windows Media .wmv. PowerPoint presentations should be in Microsoft PowerPoint Slideshow format in either the .ppt or .pptx versions. If you are doing a voice over PowerPoint make sure that the voice files are properly embedded. For more information on this and other aspects of preparing an audio-visual presentation see the 'Resources' section below.

Resources

A number of resources are available to assist you with this assignment:

1. There is a comprehensive Help resource for Assignment 2 in the Assessments block on the course website.
2. Relevant elements of the course include all the material in the segment about sustainability.
3. The library conducts special session to help you with how to make voice-over PowerPoints
4. The Library also has access to company information.

Submission instructions

Complete the 'rubrics' at the bottom of the Feedback form, indicating your self-evaluation of the assignment against the criteria. Include the Feedback form in Word format at the end of the assignment. Feedback forms are provided on the learnonline site.

The assignment must then be submitted through the Gradebook link on the learnonline site.

Feedback

Feedback will be given within two weeks of the submission date. Feedback on this assessment will be provided on the Feedback form which is found on the learnonline site. For assessment criteria refer to the feedback sheet.

Due date

The completed assignment is due at 11.00 pm Adelaide time on Sunday 11 May 2014.

Extensions

Extensions will not normally be granted. Exceptions will be made for personal illness supported by medical certificates and for significant, unexpected and unforeseeable personal and family events. Apply for extensions to the course-coordinator, through the learnonline site. Late penalties will not apply to assignments for which an extension has been granted provided that the assignment is submitted by the extended submission date.

Late submissions (where no prior arrangement for an extension has been made)

Assignments submitted after the due date, without an authorised extension, will receive a penalty of 10% a day deducted from the total available mark for the assignment for up to 7 calendar days. After 7 calendar days the assignment will no longer be accepted. There is no commitment to return late assignments within two weeks of submission.

3 reflective pieces (Graded)

Purpose

The capacity to reflect is an important element of professional life. It enhances the capacity to evaluate current knowledge and to understand and accept personal weaknesses and strengths. This assignment will enable you to:

1. develop critical reflection skills
2. recognise the value of critical reflection in professional life.

Task Description

The assignment requires the writing of three short reflective pieces. Each piece will reflect on a specific content within the course. The three pieces in total should not exceed 2000 words.

Each piece requires you to bring together:

1. information from relevant readings
2. concepts from the relevant part of the course
3. personal experience

Turn these over in your mind and reflect on the topic, and write in the first person about your considered view.

The total word length for this assignment is 2000 words. You may choose to allocate approximately equal words to each of the three pieces.

Specific information about the 3 reflective pieces

You are required to write three separate reflective pieces for this assignment:

1. The first reflective piece requires you to reflect on, ***why businesses should be concerned (or not concerned) about social sustainability.***

Information: Ed Freeman's seminal article on the stakeholder theory of the firm (E-Reading 7). Freeman, RE 1998 (1984), A stakeholder theory of the modern corporation, in Hartman, LB (ed) , Perspectives in Business Ethics, McGraw Hill, IL, pp 171-181. You may, however, also choose to anchor your reflection in any of the other readings from the ethics section of the course.

Way of making sense: Useful conceptual background is provided by the segment of the course which discusses ethics and social sustainability.

Personal experience: This may be experience you have had of occasions where a business has placed undue value on profits with unfortunate consequences, or where concern shown by a business for the environment has had positive consequences, or some other personal experience.

2. The second reflective piece requires you to reflect on, ***how lack of cultural understanding might have an impact on you as a professional in your future career.***

Information: A suggested reading is E-Reading 1 - Challenges of cultural relativism from Rachels, J (1993). Elements of moral philosophy. New York: McGraw Hill.

Another relevant reading may be E-Reading 14 by Molinsky, A (2012) Code switching between cultures, Harvard Business Review, 90 (1), p 139-143.

You may, however, also choose to anchor your reflection in any of the other readings from the course. The careers workbook might help you identify the profession that you seek to join.

Way of making sense: Useful conceptual background might come from the segment of the course about being professional.

Personal experience: This might be examples of people who have acted with or without cultural understanding and the consequences of that.

3. The third reflective piece requires you to reflect on, ***what you value the most in a career.***

Information: Spend an hour working through the careers workbook. Choose one of the 56 career values listed on pages 4 - 6 of the Careers workbook as topic for this reflective piece.

Way of making sense: Useful conceptual background might come from the segment of the course which discusses being professional or from the part on ethics.

Personal experience: This may be experience you have had or experiences of other people who are memorable or influential because of values they displayed, or your own personal experience.

Reflective writing records the writer's thoughts about individual learning and experience. Whenever you use ideas from a source, reference them using the UniSA version of the Harvard Guide.

Resources

A number of resources are available to assist you with this assignment

1. There is a comprehensive Help resource for Assignment 3 in the Assessments block on the course website.
2. Relevant elements of the textbook
3. There will be virtual classroom held by your tutor in collaboration with the LTU to assist students in better understanding the concept of reflection and reflective writing.
4. The Learning and Teaching Unit has a number of resources specifically addressing the practice of reflection, as well as an item on reflective journals in its Assessment study guide series.
5. The online resource 'An introduction to reflective practice' includes a section on reflective writing and is available at: <http://resource.unisa.edu.au/course/view.php?id=246>

Submission instructions

Assignment must be submitted in Word format. PDF files will not be accepted. The assignment must then be submitted through the Gradebook link on the learnonline site. Complete the rubrics at the bottom of the feedback form to indicate your self evaluation of the assignment against the criteria. The feedback forms are available from the learnonline site.

Feedback

Feedback will be given within two weeks of the submission date. Feedback on this assessment will be provided on the Feedback form which is found on the learnonline site. For assessment criteria refer to the feedback sheet.

Due date

The completed assignment is due at 11.00 pm Adelaide time on 08 June 2014.

Extensions

Extensions will not normally be granted. Exceptions will be made for personal illness supported by medical certificates and for significant, unexpected and unforeseeable personal and family events. Apply for extensions to the course-coordinator, through the learnonline site. Late penalties will not apply to assignments for which an extension has been granted provided that the assignment is submitted by the extended submission date.

Late submissions (where no prior arrangement for an extension has been made)

Assignments submitted after the due date, without an authorised extension, will receive a penalty of 10% a day deducted from the total available mark for the assignment for up to 7 calendar days. After 7 calendar days the assignment will no longer be accepted. There is no commitment to return late assignments within two weeks of submission.

Examination

The exam will assess the content described in the course statement.

The exam has three parts:

Part A : Case study - worth 15 marks.

Part B: Short answer questions - worth 10 marks

Part C: 10 multiple choice questions - worth 5 marks

The duration of the exam will be two hours plus 10 minutes reading time, plus 20 minutes for NESB students.

Information about exams, including what to bring, can be found on the exams website at: <http://w3.unisa.edu.au/student/exams/default.asp>

If you have an Entext entitlement or an Access Plan you may be allowed to take additional approved items into the exam or be allowed extra time. These adjustments to the standard requirements of examinations are outlined in Section 3.3 'Variations to Examinations' of the Assessment Policies and Procedures Manual which can be found at: <http://w3.unisa.edu.au/policies/manual/2012/s3-moderation%20and%20variation.pdf>.

The standards by which the exam will be assessed are consistent with the Assessment Policies and Procedures Manual.

Resources and activities

A number of resources are available to assist you with preparation for the exam:

1. There is a comprehensive help resource for the examination in the assessments block on the course website. This includes a past paper and the relevant markscheme.
2. The case which is the basis for the case study part of the examination will be the subject of a presentation in the lectures and will be discussed in tutorials and online. You will be provided with a copy of this case at least one week before the end of classes. You are not permitted to take your personal copy of the case into the examination. A complete copy will be provided as part of the examination paper.

Exam arrangements

If this course includes an exam as part of the assessment you will be allocated to an approved University exam centre.

The examination centre allocation will be made according to your mailing address recorded on the student record system five weeks before the scheduled examination period. Confirmation of the centre that you need to attend will be provided approximately three weeks prior to the exam.

Individual alternative arrangements will be made for a small number of students who are in remote locations and not within reasonable distance of an approved centre.

Supplementary Assessment

Supplementary assessment is not available for this course.

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment:
<http://www.unisa.edu.au/policies/manual/default.asp>.

Students with disabilities or medical conditions

Students with disabilities may be entitled to a variation or modification to standard assessment arrangements.

Information for students with disabilities is available at:
<http://www.unisa.edu.au/disabilityservices/support/default.asp>.

Variations to assessment tasks

Variation to assessment methods, tasks and timelines can be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation can be considered are discussed in clauses 7.5 & 7.6 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.8 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

More information about variation to assessment may be found by consulting the relevant policy:
<http://www.unisa.edu.au/policies/manual/default.asp> (sections 3 and 7).

Marking process

The marking of each assignment is subject to moderation by the Course Coordinator to ensure consistency between markers. Each tutor submits a sample of assignments to the teaching team once they have marked their first batch of assignments. The teaching team provides feedback before tutors complete the marking of the rest of the assignments and returning these to students.

Academic Integrity

The university aims to foster and preserve the scholarly values of curiosity, experimentation, critical appraisal and integrity, and to foster these values in its students.

Academic integrity is a term used at university to describe honest behaviour as it relates to all academic work (for example papers written by staff, student assignments, conduct in exams, etc) and is the foundation of university life. One of the main principles is respecting other people's ideas and not claiming them as your own. Anyone found to have used another person's ideas without proper acknowledgement is deemed guilty of Academic Misconduct and the University considers this to be a serious matter.

The University of South Australia wants its students to display academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens and that students adhere to high standards of academic integrity and honesty at all times, the University has policies and procedures in place to promote academic integrity and manage academic misconduct for all students. Work submitted electronically by students for assessment will be tested using the text comparison software Turnitin.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM) at: <http://www.unisa.edu.au/policies/manual/> or on the Learning and Teaching Unit website at: <http://www.unisa.edu.au/ltu/integrity/default.asp>

Submission and return of assessment tasks

See above under Assessment details.

Action from previous evaluations

Students will have the opportunity to participate in the evaluation of the course. This will include discussion and formal questionnaires.

Recent changes to the course as a result of student feedback include:

- changes to the categories of resources for Assignment 1
- extra assistance with the voice-over element of Assignment 2
- continuance of the Facebook page for the course after the initial trial.

Course Calendar

Study Period 2 - 2014

Weeks	Topic	Assessment Details (Adelaide Time)	Public Holidays
17 - 23 February	Pre-teaching		
24 February - 2 March	Pre-teaching		
1 03 - 9 March	Big Event Workshop Monday 03 March 6-9pm		
2 10 - 16 March	Topics 1 and 2:History of Business andMeaning of Work		Adelaide Cup Day 10/03/2014
3 17 - 23 March	Topic 3: Work and Leisure (Virtual classroom this week)		
4 24 - 30 March	Topic 4: Ethics 1 Recognising Ethical Issues	Research assignment due 30 Mar 2014, 11:00 PM	
5 31 March - 6 April	Topic 5: Ethics 2 Ethical Decision Making		
6 07 - 13 April	Topic 6: Sustainability 1 Introduction to Sustainability		
14 - 20 April	Mid-break		Good Friday 18/04/2014
21 - 27 April	Mid-break		Easter Monday 21/04/2014Anzac Day 25/04/2014
7 28 April - 4 May	Topic 7: Sustainability 2 Environmental Sustainability (Virtual Classroom this week)		
8 05 - 11 May	Topic 8: Sustainability 3 Social Sustainability	Online Presentation due 11 May 2014, 11:00 PM	
9 12 - 18 May	Topic 9: Being Professional 1 Reflection		
10 19 - 25 May	Topic 10: Being Professional 2 Career Management (Virtual classroom this week)		
11 26 May - 1 June	Topic 11: Being Professional 3 Professionals around the World (Virtual Classroom this week)		
12 02 - 8 June	Topic 12: Being Professional 4 Leading a Fulfilling Life and Contributing to Society	3 reflective pieces due 08 Jun 2014, 11:00 PM	

13	09 - 15 June	Topic 13: Review and Exam Case (Virtual Classroom this week)	Queen's Birthday 9/06/2014
	16 - 22 June	Swot-vac	
	23 - 29 June	Exam week	
	30 June - 6 July	Exam week	