

**National University of Singapore
NUS Business School
Department of Management and Organisation**

MNO3331: Business with a Social Conscience

Session: Semester 2, 2014/15

Time: Monday, 11am-2pm

Instructor:	Associate Professor Audrey Chia
E-mail:	audreychia@nus.edu.sg
Office:	MRB BIZ1, 08-47
Tel:	6516-6441

Course Description

Business is of the community and by the community. What effect can and should business have on the communities in which it operates? This module is designed around four inter-related themes/questions.

1. *What is a business for?*

We start by surveying the evolution of thinking about the relation between business and social conscience. We examine the assumptions that have underpinned different models of business.

2. *What is a social conscience and why does it matter in business?*

Our purpose will be to identify and improve our understanding of the elements of conscience, including ethics, responsibility and values. The social nature of business is also explored.

3. *Having a conscience is not enough*

We shall learn how to integrate social conscience into business systems, processes, functions and outcomes.

4. *New forms of business*

We trace the recently evolved forms of business in which conscience is at the nucleus – social businesses and social-purpose organisations or fourth sector organisations.

Learning outcomes

By the end of this course, you should:

- Have a fuller understanding of the purpose of business and the social dimensions of business;
- Be able to suggest how social conscience can be integrated into business processes and functions;

- Be more aware of changing stakeholder and societal expectations of business; and
- Have an idea of the new business forms that have evolved to meet the demands for a social conscience in business.

Modes of learning and learners' responsibilities

Classes will be conducted in a seminar format. The course will be learner-centered. I will set norms of openness, participation and preparedness because much of the learning in this course will be through peer- and self-learning. Before each class, you will be given a set of questions to think about. To gain the most from each class, you should:

- Be prepared for all classes, having completed the readings and assignments.
- Be responsible for participating actively in class
- Be willing to question, think critically and learn from others.

You will also learn from the variety of readings and resources that we will examine throughout the course. Learning activities will include analyses of cases (local/regional and foreign), debates, critiques of papers, simulation/role-play and talks by invited speakers.

Outside of classes, my main mode of communication with the class will be via IVLE and e-mail. It is your responsibility to check your NUS mailbox regularly, and to read the announcements, updates and other materials uploaded to IVLE.

Some of the sessions will include group exercises as part of the learning process. You have a responsibility to the class to be prepared for the exercise and to show up for the class to play your part.

Learning resources

To gain different perspectives, you will read journal articles, book chapters/books and published cases. The readings are present ways of thinking, illustrative cases and experience-based reflections. The articles are available on e-reserve in IVLE. The cases will be distributed in class.

Academic honesty

Please acknowledge all references and sources that you use in your work. This is only courtesy but also academic honesty.

Assessment

Participation 30%

Response paper and discussion at relevant class session 30%

Project (report and presentation) 40%

Class session – week of	Topic
1 12 Jan	<ul style="list-style-type: none"> • What’s a business for? • Evolution of business models
2 19 Jan	<ul style="list-style-type: none"> • What is Social Conscience? • Dimensions of Social Conscience (can we measure conscience?)
3 26 Jan	<ul style="list-style-type: none"> • Who cares? The case for conscience • Consequences of businesses with and without conscience
4 2 Feb	<ul style="list-style-type: none"> • Conscience in the employment relationship
5 E-learning & guest speaker	<ul style="list-style-type: none"> • Simulation on business with a social conscience (complete online) • Attend talk by guest speaker Dr Tomohiro Hamakawa, Director of Strategic Initiatives at Kopernik (details TBA)
6 16 Feb	<ul style="list-style-type: none"> • Manufacturing with a conscience
7 2 March	<ul style="list-style-type: none"> • Marketing with a conscience
8 9 March	<ul style="list-style-type: none"> • Working with stakeholders & community • Business is of the community, by the community and for the community
9 16 March	<ul style="list-style-type: none"> • For the greater good • Blending business with social purpose
10 30 March	<ul style="list-style-type: none"> • New models of business with conscience
11 6 April	<ul style="list-style-type: none"> • Integration & Project presentations
12 13 April	<ul style="list-style-type: none"> • Integration & Project presentations

The class schedule may be amended when necessary, e.g., to take advantage of other opportunities for learning.