

Module 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 Teaching and Learning:

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.

Syllabus:

Topics that we shall address in the module include:

- **What's a business for?**
- **Evolution of business models**
- **What is Social Conscience?**
- **Dimensions of Social Conscience**
- **Who cares? The case for conscience**
- **Consequences of businesses with and without conscience**
- **Dimensions of conscience**
- **Working to death? Conscience in Employment**
- **Guest speaker: Prof Lim Yee Wei**
- **Manufacturing with a conscience**
- **Marketing with a conscience**
- **Integrative simulation on business with a social conscience**
- **Working with stakeholders & community**
- **Business of the community, by the community, for the community**
- **For the greater good**
- **Blending business with social purpose**
- **Guest Speaker from WTO/BoP Hub**
- **New models of business with conscience**
- **Guest speaker from Danone**
- **Integration & Project presentations**

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

Readings:

(a) Compulsory/recommended readings:

Selected readings – articles, cases and news, all on IVLE

(b) Supplementary readings:

Selected readings – articles, cases and news, all on IVLE

Assessment (%):

Participation 30%

Response paper 35%

Project (report & presentation) 35%

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>