

Appendix 11
GBUS 3953 Business, Society & Government
Service Learning/Social Responsibility Project

Each student is to do a Service Learning/Social Responsibility Project (SL/SRP). The SL/SRP has two components: (1) social responsibilities audit (SRA); and (2) a community service experience (CSE). A 12-15 page written report and 10-15 minute class presentation will follow completion of the project.

Social Responsibility Audit (SRA): Ideally the SRA will be done with regard to the firm for which you are currently working or your family owns. If that is not feasible, you may choose to audit an arm of the university or any other local organization that will allow you access. Only one student will be approved to perform this SRA for any particular organization. So approval will be based on first-come-first served. Therefore, students should email the professor as soon as possible with their requested organization for the SRA. Instructor approval of the company/firm should be sought by email before the end of the fourth week of the semester.

You are minimally required to personally interact with senior staff/owners of the firm as part of the SRA; although you are also free to interact with others in the business (with management approval). Therefore, it should be a locally-based company/firm. If you want to use a national company, then the SRA would have to concern its local establishment, not the entire company. This IS NOT an assignment that can be accomplished simply by researching over the Internet.

Begin by informing yourself of what the firm does to make the world a better place, other than to sell its goods and services. For example, what social policies does it follow regarding employee issues, community development, environmental waste, etc? During the audit think about ways that the firm might more effectively meet its social goals. If you find the firm does not have any social responsibility goals, develop appropriate suggested goals for the firm.

Once you have identified the various social responsibility policies and practices of the company/firm, then you should develop recommendations for the company's/firm's future regarding social responsibility. You need to discuss your findings and recommendations with senior management/owners of the company/firm.

Keep track of the time you spent interacting with officials of the company and researching onsite. Also keep track of who you interviewed/spoke with at the firm as part of your effort.

Community Service Experience (CSE): Volunteer at least eight hours of your time working for a nonprofit organization or governmental agency that provides social services to the community of your choice. The agency/organization should be one for which you have not previously volunteered. This agency or organization preferably is one with which the firm already has or potentially could have meaningful contact. You cannot use a community service project that you have already completed, one which you regularly perform or one which you are doing in association with another class or a group of which you are a member (i.e. fraternity, sorority, athletic team, etc.). While working for the agency or organization, think about ways you personally and the firm could help the agency meet its goals more effectively.

Written Report: The written report should: (1) introduce the concepts of corporate social responsibility and business ethics; (2) present your SRA; (3) explain who in the firm you presented the results of the SRA and summarize the discussion between you and the representative(s) of the firm; (4) describe your CSE; (5) suggest a plan for how the firm might cooperate with and help your chosen organization or agency meet its goals (If you do not think this cooperation would be possible, explain why not) and (6) what you personally gained from this experience. It would seem that the first component should take about 5% of your written report; the second component about 50%; the third element about 5%; the fourth element about 25%; the fifth component 10% and the sixth component 5% (although there may be good reasons as to why the space allocation would be otherwise). The report should be detailed, not simply a summary. The report must follow requirements of the Style Guide posted on Blackboard. The written report is to be submitted through turnitin.com no later than 11:55 p.m. on April 10, 2011.

In the introductory section you should:

- 1) Describe the evolving meaning and nature of corporate social responsibility.
- 2) Explain the ethical responsibilities of business.
- 3) Demonstrate the power of corporations and industries, past and present, to shape our world.

The SRA portion of the report should give a brief introduction to and an overview of what the company/firm does. Included in the introduction should be an explanation of your connection, if any, to the entity and why you chose this company/firm. This should be followed by a detailed description of what efforts you undertook in performing the SRA. Then discuss, in detail, your findings regarding the company's/firm's present social responsibility efforts. The next portion should be your recommendations as to the future social responsibility efforts of the company/firm. Finally explain the follow-up efforts with the business you did regarding the findings and recommendations of the SRA (with whom did you discuss your findings and recommendations; their reactions; etc.).

In covering the CSE, again begin the section by identifying the agency/organization and briefly explaining what it does. Also include the details of any relationship between the agency/organization and the company/firm that you performed the SRA upon. Then explain why you chose this particular agency/organization for the CSE. This should be followed by a detailed explanation of what you did during the volunteer hours you performed. Finally, again in detail, explain how your efforts furthered the mission and goals of the agency/organization.

The third section of the written report should give your recommendations for strengthening an existing relationship between the two entities that were part of your project if such a relationship already exists. If no relationship has been established, then you want to make recommendations for how such a relationship could benefit both entities.

In the final section of the paper, you should reflect on the entire project (SRA and CSE). What did you personally gain, if anything, from both the SRA and CSE experience? How has or will this project change you? Again this should show in-depth reflection on your part.

In summary, through the service learning project as reflected in the written report, you should

- 1) Describe the evolving meaning and nature of corporate social responsibility.
- 2) Explain the ethical responsibilities of business.
- 3) Demonstrate the power of corporations and industries, past and present, to shape our world.
- 4) Demonstrate an ethical and philosophical basis for making business decisions.
- 5) Incorporate the knowledge of many fields through an interdisciplinary approach.
- 6) Analyze appropriate issues in the business-government-society relationship.
- 7) Evaluate ethical and/or social responsibility aspects of a business.
- 8) Design a professional paper/presentation analyzing and evaluating an issue associated with business ethics or corporate social responsibility.

Presentation: Each student will have to make a 10-15 minute presentation (not counting questions and answers afterwards) to the class regarding this project. At 15 minutes you will be cut off; so practice your presentation to make sure it fits the required time frame.

Basically, the student is presenting sections 2-6 of his/her written paper regarding the project. The student should be dressed in professional business attire. The presentation should include visual aids (i.e. PowerPoint, videos, handouts, etc.). Students will NOT be allowed to use notes when making the presentation. The student should be prepared to answer questions from the audience and professor. There will be a penalty for not meeting or exceeding the 10-15 minute presentation time limit. Presentation style will be part of the grade, so practice before giving the presentation.