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**MEMORANDUM**

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**ATTENTION** Senate **DATE** May 6, 2010  
**FROM** Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1  
**RE:** Faculty of Business Administration: Full Program Proposal for a Certificate in Corporate Social Responsibility (SCUP 10-23R)

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At its May 5, 2010 meeting SCUP reviewed and approved the Full Program Proposal for a Certificate in Corporate Social Responsibility within the Faculty of Business Administration.

**Motion**

That Senate approve and recommend to the Board of Governors the Full Program Proposal for a Certificate in Corporate Social Responsibility within the Faculty of Business Administration.

encl.

c: C. Collins

SIMON FRASER UNIVERSITY

Office of the Dean/ Faculty of Business Administration

MEMORANDUM

Date: March 17, 2010

To: Jon Driver, VP Academic & Chair  
Senate Committee on University Priorities

CC: Bal Basi, Recording Secretary, SCUP

From: Colleen Collins  
Associate Dean  
Faculty of Business Administration  
UG Curriculum Committee

Re: Faculty of Business Administration agenda material

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The Undergraduate Curriculum Committee in the Faculty of Business Administration and SCUS have approved:

1. Calendar language for Certificate in Corporate Social Responsibility
2. Revision to Certificate in Corporate Social Responsibility Proposal

Would you please place these items on the agenda of the next meeting of the Senate Committee on University Priorities?

Thank you,

Colleen Collins

**Program Proposal: Certificate in Corporate Social Responsibility**  
**Faculty of Business Administration**  
**March 2010**

1. Credential to be awarded, including the level and category of the degree and the specific discipline or field of study;

Certificate in Corporate Social Responsibility,  
Bachelor of Business Administration program

2. Location of program, including justification for program site  
SFU, Burnaby and Surrey campuses

3. Faculty(ies), Department(s), or School(s) offering the certificate;

The Faculty of Business Administration

4. Anticipated program start date;

Fall 2010

5. Description of proposed program:

- a) Aims, goals and/or objectives;

The Faculty of Business Administration, as a signatory to the PRME (Principles of Responsible Management Education), seeks to “develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.” The faculty ranked 4<sup>th</sup> (of 47) in Canadian undergraduate programs on Corporate Social Responsibility as evaluated by Corporate Knights magazine.

To this end, the purpose of the Certificate in Corporate Social Responsibility is to increase awareness of the broad array of social, economic and environmental issues that currently face our world and to promote the development and implementation of ideas that address these issues by business organizations. Students will be able to demonstrate the ability to resolve business issues related to professional integrity, corporate governance, corporate social responsibility and sustainability. The challenge is for managers to meet their obligations to a variety of stakeholders that go beyond the traditional notion of shareholders to include employees, consumers, society and the environment as well as future generations.

The certificate will encourage students to take courses within the Faculty of Business related to topics in ethics, social responsibility, sustainable management practices and social innovation/enterprise and combine them with a broad variety of courses outside the Faculty related to environmental, social, health, cultural and economic issues. Currently, there is no recognition in the BBA program of this unique thematic orientation. This is a collection of

courses and experiential learning that students have told us that fits with their interests and that is not part of any existing functional concentration within the program. Students interested in these issues may currently take such courses, however the certificate will help students to identify relevant courses more readily and students will be motivated to pursue a series of courses because their efforts will be recognized by the certificate. Concentrations in the Faculty of Business Administration follow functional lines. This certificate will be interdisciplinary across business functions and across faculties.

The benefit of the eclectic nature of the 2-3 non-business courses is that students can explore various avenues of social, economic and environmental responsibility. It is further hoped that students who explore these courses outside the faculty may eventually decide to increase their knowledge in these areas and apply for a joint major or minor in another faculty, further increasing the interdisciplinary experience.

b) Anticipated contribution to the mandate and strategic plan of the institution

Implementing the certificate program will allow the Faculty of Business Administration to further its goal of increasing student involvement in corporate social and environmental responsibility learning opportunities by providing students with recognition of their involvement in activities beyond the minimum degree requirements. The certificate program provides a unique opportunity for BBA major and joint major students to engage in broad interdisciplinary course based and external experiential learning opportunities. The certificate enhances the Faculty of Business Administration and SFU goals of promoting responsible, informed and ethical citizens and strengthening its reputation as an innovative leader in providing unique programs for its students. SFU Business is a signatory to the PRME (Principles of Responsible Management Education) initiative (See attached Appendix).

c) Target audience

The target audience is undergraduate Business students who want to use business as a vehicle to change the world for the better.

This certificate will provide undergraduate Business students with formal recognition of their participation in learning opportunities and the acquisition of experience in the area. Additionally, it will encourage students to participate in socially responsible and sustainable initiatives, increase their exposure to ethical and sustainability issues affecting communities and develop the skills and knowledge required to make a difference in relevant organizational / sectoral fields.

d) Content and summary of requirements for graduation

Students are required to complete a *minimum* of 18 units (*typically 6 courses*), in addition to required courses in Business Ethics and Society (Bus 303) and Business Law (Bus 393).

These units are not additional to current degree requirements, so with careful planning this certificate will not extend the time for graduation. Credits applied for the certificate may also count toward students' concentrations.

The certificate requirements are met through the following three activities:

- Course requirements: 18 units (typically 6 courses) in addition to required courses Bus 303 and Bus 393

(1) completion of a *minimum* of 2, Group 1 courses outside the Faculty of Business as listed below. The topics of which relate to the social, economic or environmental sustainability related issues that currently face our society and our planet.

(2) completion of a *minimum* of 3, Group 2 courses in Business which develop the students' ability to apply business and policy solutions to sustainability issues

- Experiential learning

(3) completion of an additional approved experiential or service learning component as described below.

### Group 1: Courses outside the Faculty of Business

A minimum of two of the following courses\*

Econ 260	3	Environmental Economics
Econ 355W	4	Economic Development
Econ 362	4	Economics of Natural Resources
EVSC 200	3	Introduction to Environmental Science
Geog 100	3	Society, Space, Environment: Introducing Human Geography
Geog 221	3	Economic Geography
Geog 322	4	World Resources
Geog 383	4	Regional Development and Planning I
Geog 398W	4	Nature and Society
Phil 120W	3	Introduction to Moral Philosophy
Phil 319/	3	Applied Health Ethics
HSCI 319		
Phil 320	3	Social and Political Philosophy
Phil 321	3	Moral Issues and Theories
Phil 421W	4	Ethical Theories
POL 339	3	Poverty, Famine/Politics of Development
POL 342	4	Relations - Developed/Developing Nations
POL 373	4	Human Security
REM 100	3	Global Change
REM 311	3	Applied Ecology and Sustainable Environments
REM 356	3	Institutional Arrangements for Sustainable Environmental Management
SA 363	4	Process of Development and Underdevelopment
SA 371	4	The Environment and Society

\* or other courses with appropriate content and prior approval from the Faculty.  
Some of these courses may have prerequisites.

## Group 2: Courses within the Faculty of Business

A minimum of three of the following courses\*

Bus 403	3	Seminar in Business Ethics
Bus 449	3	Ethical Issues in Marketing
Bus 453	3	Sustainable Innovation
Bus 467	4	Social Perspectives on Information Systems
Bus 489	4	Management Practices for Sustainability
Bus 49X	3	Social Innovation

\* or other courses with appropriate content and prior approval from the Faculty. Some of these courses may have prerequisites.

## Experiential Or Service Learning Component

**Requirements for the Experiential Learning Component can be fulfilled by one of the following, to be completed while at SFU:**

- Co-op work semester focused on areas related to CSR and/or sustainability.\*
- Work (voluntary or paid) for a social enterprise, charitable organization, company, corporation, or non-profit organization in a role related to CSR and/or sustainability; minimum 25 hours.\*
- Research assistant for a professor focused on areas related to CSR and/or sustainability; minimum 25 hours.\*
- Engage in other activity areas related to CSR and/or sustainability approved by the Faculty; minimum 25 hours.\*

\*Students are encouraged to request prior approval from the FBA Undergraduate Program before beginning their activity.

**Students will submit a request to the faculty for fulfillment of the experiential component that includes:**

A description of the organization and the students' role in the organization signed and validated by employer/supervisor

A 500 word reflective essay on their experience that identifies key experiences related to CSR and how that influenced their current thinking about the implications of business practice on society broadly. The essay will be graded pass/fail.

e) Delivery methods

Since the program is based upon existing courses and programs, the standard delivery methods already in place for on-campus education will be used. The experiential component requirements will be met by students own self-initiated activities which will be approved by the Faculty.

- f) Linkages between the learning outcomes and the curriculum design, including an indication whether a work experience/work place term is required for degree completion.

The experiential learning component of this certificate is specifically designed to include a variety of approved community activities that students take part in, including possible co-op or other work/ volunteer/ research assistant experience.

- g) Distinctive characteristics

The certificate is unique in its focus and interdisciplinarity given the extent of business and non-business courses involved as well as the experiential learning component. UBC Sauder has very recently introduced a concentration/ certificate in Sustainability, comprised of 6 courses (12 credits), a minimum of 3 courses within the faculty and one course outside the faculty. There is no experiential component.

York University offers a Graduate Diploma in Business and the Environment currently with their MBA. The University of Waterloo has recently announced a School of Environmental Enterprise and Development in environmentally responsible business.

- h) Anticipated completion time in years or semesters

Students are required to complete a minimum of 18 units (typically 6 courses). These units are not in addition to their current requirements, so with careful planning this certificate will not extend the time for graduation. Credits applied for the certificate may also count toward students' concentrations.

- i) Enrolment plan for the length of the program

Participating undergraduate students will have Business attached to their program plan, either through a major, joint major, or honors.

- j) Policies on student evaluation

As per general regulations of the University, and the Faculty of Business Administration.

- k) Policies on faculty appointments (minimum qualifications)

Continuing faculty will hold a PhD or equivalent.

l) Policies on program assessment

All academic units at SFU are subject to external review every six years. AACSB and EQUIS accreditation require additional assessment of assurance of learning, community involvement, and attainment of mission every 5 years.

m) Level of support and recognition from other post-secondary institutions, (including plans for admissions and transfer within the British Columbia post-secondary education system) and relevant regulatory or professional bodies, where applicable.

This certificate is optional for any student accepted into the Faculty of Business Administration.

n) Evidence of student interest and labour market demand

A notice of the potential certificate has been posted on the BBA website and students have expressed interest. A meeting of the NetImpact group of SFU and the Faculty of Business several years identified a need for some method of recognizing students' extracurricular activities in this area as well as related courses both within and outside the faculty. The certificate replaces the Segal Honors Semester in Sustainability, which attracted approximately 15 students per year for the two years it was run. Feedback from students about the Segal Semester focused mainly on the limited accessibility of that opportunity – all courses were held in one semester and it was limited to honors students.

o) Summary of resources required and available to implement the program

No extra resources required for implementing certificate. All courses exist and are offered regularly. Resources already in place.

p) Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced (if applicable)

None

q) List of faculty members teaching/supervising, what percentage of their teaching will be devoted to the program, and their areas of specialization

Current faculty in the Faculty of Business Administration who teach relevant courses in Business include (but are not limited to):

- Robert Adamson (lecturer) LLB, LLM, Director of SFU Center for Corporate Governance, Commercial Law
- Mark Wexler, Professor, University Professor of Business Ethics and Management
- John Peloza, Assistant Professor, Marketing
- Stephanie Bertels, Assistant Professor, Social Innovation

- Jeremy Hall, Associate Professor, Strategy, Social Innovation
- Andrew Von Nordenflycht, Assistant Professor, Management for Sustainability
- Peter Tingling, Assistant Professor, Sustainability and Information Systems

r) For a program where the intention is to charge a premium fee, a budget developed in collaboration with the dean of the faculty

Not applicable – not a program. No change in existing fees.

s) Related programs in your own or other British Columbia post-secondary institutions.

None currently

6. Contact information of the institutional contact person in case more information

Dr. Colleen Collins, Associate Dean, Faculty of Business Administration, 778-782-3653

7. In addition, attach the documentation used for internal approval; alternatively, provide a link to a website where this information is available. Normally, the Senate materials describing the FPP may be used for this purpose and will be provided by the office of the AVPA to the DQAB.

In an October 16, 2009 UCC meeting, Faculty of Business Administration's UCC committee members, passed a motion of creating a Certificate in Responsible Management. Minutes of the meeting are securely located on the Faculty of Business Administration website.

## APPENDIX

### **The Principles for Responsible Management Education**

As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement of the following Principles, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:

#### **Principle 1**

**Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

#### **Principle 2**

**Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

#### **Principle 3**

**Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

#### **Principle 4**

**Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

#### **Principle 5**

**Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

#### **Principle 6**

**Dialogue:** We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

2010/2011 Calendar entry for the Faculty of Business Administration – Undergraduate Programs

To be placed before Certificate in International Experiential Learning as seen on page 148 of the 2009/2010 hard copy calendar.

**Certificate in Corporate Social Responsibility**

Students are required to complete a *minimum* of 18 units (*typically 6 courses*), in addition to required courses in Business Ethics and Society (Bus 303) and Business Law (Bus 393) which are earned through the following three activities.

A minimum of three of the following courses\*

BUS 403-3 Seminar in Business Ethics  
BUS 449-3 Ethical Issues in Marketing  
BUS 453-3 Sustainable Innovation  
BUS 467-4 Social Perspectives on Information Systems  
BUS 489-4 Management Practices for Sustainability  
BUS 49X-3 Social Entrepreneurship

Completion of a *minimum* of two courses\* outside the Faculty of Business as listed below. The topics of which relate to the social, economic or environmental sustainability related issues that currently face our society and our planet.

ECON 260-3 Environmental Economics  
ECON 355W-4 Economic Development  
ECON 362-4 Economics of Natural Resources  
EVSC 200-3 Introduction to Environmental Science  
GEOG 100-3 Human Geography  
GEOG 102-3 World Problems in Geographic Perspective  
GEOG 221-3 Economic Geography  
GEOG 322-4 World Resources  
GEOG 385-4 Agriculture and the Environment/Food Production and the Environment  
GEOG 398W-4 Human Ecology: Human Relations to Nature  
PHIL 120W-3 Introduction to Moral Philosophy  
PHIL 319-3 or HSCI 319W-3 Applied Health Ethics  
PHIL 320-3 Social and Political Philosophy  
PHIL 321-3 Moral Issues and Theories  
PHIL 421W-4 Ethical Theories  
POL 339-3 Poverty, Famine/Politics of Development  
POL 342-4 Relations - Developed/Developing Nations  
POL 373-4 Human Security  
REM 100-3 Global Change  
REM 311-3 Applied Ecology and Sustainable Environments  
REM 356-3 Institutional Arrangements for Sustainable Environmental Management  
SA 363-4 Process of Development and Underdevelopment  
SA 371-4 The Environment and Society

\* or other courses with appropriate content and prior approval from the Faculty. Some of these courses may have prerequisites.

Completion of a minimum of one approved experiential or service learning component as listed below.

- Co-op work semester focused on areas related to CSR and/or sustainability.\*
- Work (voluntary or paid) for a social enterprise, charitable organization, company, corporation, or non-profit organization in a role related to CSR and/or sustainability; minimum 25 hours.\*
- Research assistant for a professor focused on areas related to CSR and/or sustainability; minimum 25 hours.\*
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A 500 word reflective essay on their experience that identifies key experiences related to CSR and how that influenced their current thinking about the implications of business practice on society broadly. The essay will be graded pass/fail.