



Diploma in Finance (530) – Corporate Governance

<p>Prerequisites: Knowledge of accounting and financial terminology.</p>	<p>Corequisites: Completion of Diploma in BA & Computer Systems or Diploma in Accounting & Finance or equivalence.</p>
<p>Aim: Since shareholders began delegating decision-making power to managers, they have had to monitor managerial performance, deal with potential conflicts of interests, and find effective approaches to motivating and rewarding the right behaviours. These issues have grown in importance as institutional investors have become more assertive. Every business activity is affected by the issues of corporate governance and social responsibility. This course examines how modern corporations are governed and to whom they should be responsible. It discusses the role of the board of directors and the re-aggregation of shareholder power due to concentrated institutional holdings. The course discusses the effects of legislation on corporate governance, including the adoption of laws that permit, and requires the board of directors to take into account the impact an action will have not only on the shareholders but also on the other corporate stakeholders like employees, customers, suppliers, and communities where the corporation does business. Consideration is also given to international comparisons of corporate governance structures and legal issues arising in contests for corporate control. Corporate Governance examines: the governance structure of the modern British corporation; investors' rights; the ways shareholders can control managers and how the interest of managers and shareholders can be aligned. Candidates will learn how to: use valuation models to maximize shareholder wealth; link governance issues and investment decisions; evaluate investment proposals-and organisational changes-from the shareholder's viewpoint; employ debt to control conflicts of interest between shareholders and managers; explain conflicts of interest between shareholders and corporate managers through agency theory and free cash flow theory; measure and reward management using Economic Value Added (EVA); understand how conflicts can be mitigated through financial, dividend, managerial compensation policies; evaluate common pay-for-performance schemes and compare UK forms of corporate governance with those of other industrial countries.</p>	
<p>Required Materials: Recommended Learning Resources.</p>	<p>Supplementary Materials: Lecture notes and tutor extra reading recommendations.</p>
<p>Special Requirements: The course requires a combination of lectures, demonstrations and discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Understand the corporation and its stakeholders</p> <p>2 Understand public affairs management</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the relationship between business and society, and in what ways are they part of an interactive system</p> <p>1.2 Analyse the purpose of the modern corporation</p> <p>1.3 Define a stakeholder, and who are a corporation's market and nonmarket stakeholders</p> <p>1.4 Define stakeholder analysis, and how it can be used to build collaborative relationships</p> <p>1.5 Define what forces of change continually reshape the business and society relationship</p> <p>2.1 Describe public issues, and the life cycle through which they evolve</p> <p>2.2 Describe the duties of a company's public affairs manager or office</p> <p>2.3 Analyse tools or techniques available to public affairs managers to assess an</p>

<p>3 Understand corporate social responsibility</p>	<p>organization's multiple environments</p> <p>2.4 Define the steps in the issue management process</p> <p>2.5 Discuss how a public affairs manager effectively respond to an organizational crisis</p> <p>3.1 Describe the basic meaning of corporate social responsibility</p> <p>3.2 Explore where and when did the idea of social responsibility originate</p> <p>3.3 Describe the critical arguments for and against corporate social responsibility</p> <p>3.4 Define how the businesses meet its economic and legal obligations while being socially responsible</p> <p>3.5 Illustrate how the business balance its responsibilities to multiple stakeholders, including its stockholders</p>
<p>4 Describe corporate citizenship</p>	<p>4.1 Describe how different groups and social forces change the way management responds to the dynamic social climate</p> <p>4.2 Describe how corporate social responsibility differ from corporate citizenship</p> <p>4.3 Illustrate the stages in the model of corporate citizenship strategies</p> <p>4.4 Describe the innovative programs which can be developed by businesses to show their corporate citizenship</p>
<p>5 Describe ethical issues in business</p>	<p>5.1 Define ethics Explain business ethics</p> <p>5.2 Describe why businesses should be ethical</p> <p>5.3 Analyse why ethics problems occur in business</p> <p>5.4 Describe efforts being made to curtail unethical practices around the world</p> <p>5.5 Discuss if ethical behavior and legal behavior are the same</p>
<p>6 Understand ethical reasoning and corporate programs</p>	<p>6.1 Describe managers' values</p> <p>6.2 Describe the roles personal character and spirituality play in business ethics</p> <p>6.3 Explore how a company's culture and work climate influence the ethical views of managers and employees</p> <p>6.4 Identify how much weight should be given to harms and benefits, to human rights, and to social justice, in analyses of ethics issues,</p> <p>6.5 Describe the strengths and weaknesses of ethics policies, ethics training programs, ethics assist lines, and similar reform efforts</p>
<p>7 Describe the challenges of globalisation</p>	<p>7.1 Define globalisation. Describe the major ways in which companies enter the global marketplace</p> <p>7.2 Analyse the major drivers of the globalization process.</p> <p>7.3 Describe the arguments for and against</p>

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		the globalization of business
	7.4	Describe the major types of political and economic systems in which companies operate across the world, and analyse the special challenges posed by doing business in diverse settings
	7.5	Define the major codes of conduct governing the social and ethical behavior of transnational corporations
	7.6	Describe how businesses work collaboratively with governments and the civil sector to address global social issues
8	Explore business-government relations	8.1 Discuss if governments seek to cooperate with or work against business
	8.2	Define public policies, and analyse are the elements of the public policy process
	8.3	Describe the major types of government regulation of business
	8.4	Describe the reasons for regulation
	8.5	Analyse the costs and benefits of regulation for business and society
	8.6	Describe how regulation in a global context affect business
9	Understand the influences in the political environment	9.1 Describe the arguments for and against business participation in the political process
	9.2	Describe the types of corporate political strategies, and analyse what influences an organization's development of a particular strategy
	9.3	Describe the tactics businesses that want to be involved in the political process use
	9.4	Define how the problem of money and campaign financing in the United Kingdom political system affect business
	9.5	Describe the challenges businesses face in managing business-government relations in different countries
10	Understand antitrust, mergers, and competition policy	10.1 Analyse dilemmas corporate power present in a democratic society
	10.2	Describe the objectives of the antitrust laws, and how are they enforced
	10.3	Describe the key issues in contemporary antitrust policy
	10.4	Describe the reasons for the recent wave of mergers and acquisitions Analyse how have they affected the relationship between business and its stakeholders
	10.5	Discuss how have new technologies and economic globalization affected antitrust policy.
11	Describe sustainable development and analyse the obstacles to developing the world's economy to meet the needs of the present without hurting future generations. Define a community, and the interdependencies which exist between companies and the communities in which they operate	11.1 Describe the major threats to the earth's ecosystem
	11.2	Analyse the ways population growth, poverty, and industrialization accelerated the world's ecological crisis
	11.3	Describe environmental issues shared by all nations

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	<p>11.4 Explore the steps the world business community has taken to reduce ecological damage and promote sustainable development</p> <p>11.5 Illustrate why it is in the interest of business to respond to community problems and needs</p> <p>11.6 Define community relations managers, and their major responsibilities</p> <p>11.7 Analyse how collaborative partnerships between businesses and communities address today's social problems</p>
<p>12 Analyse the main features of environmental laws in the United Kingdom and other nations, and the advantages and disadvantages of different regulatory approaches</p>	<p>12.1 Describe the costs and benefits of environmental regulation</p> <p>12.2 Define an ecologically sustainable organization</p> <p>12.3 Describe how businesses best manage environmental issues</p> <p>12.4 Analyse whether effective environmental management make firms more competitive</p>
<p>13 Describe the dominant features of technology, and what fuels technological growth</p>	<p>13.1 Describe how e-commerce changed the way businesses operate and how they interact with their stakeholders</p> <p>13.2 Describe how the emergence of technology superpowers affected the global marketplace</p> <p>13.3 Discuss if businesses from developing countries participants in or only observers of technological growth</p> <p>13.4 Discuss how technology has changed lifestyle at home, education at school, and health systems</p> <p>13.5 Be able to give factors to a technological or digital divide, and if this divide widening or narrowing</p>
<p>14 Be able to explore stockholder rights and corporate governance</p>	<p>14.1 Define stockholders, their objectives and legal rights</p> <p>14.2 Analyse how are corporations governed, in particular the role of the board of directors in protecting the interests of owners</p> <p>14.3 Describe how recent corporate scandals affects corporate governance</p> <p>14.4 Describe the function of executive compensation, and if top managers are paid too much</p> <p>14.5 Analyse how investors organise to promote their own economic and social objectives</p> <p>14.6 Describe how the government protect against stock market abuses, such as fraudulent accounting and insider trading</p>
<p>15 Understand consumer protection</p>	<p>15.1 Describe the major rights of consumers</p> <p>15.2 Describe ways government regulatory agencies protect consumers</p> <p>15.3 Describe product liability crisis</p> <p>15.4 Describe how socially responsible corporations respond to consumer needs</p>

<p>16 Understand the relationship between employees and the corporation</p>	<p>16.1 Define the rights workers have 16.2 Describe the obligations of business to protect workers, including the government regulation of employee health and safety. 16.3 Describe if businesses can legitimately monitor employee communications 16.4 Discuss if employees have a duty to blow the whistle on corporate misconduct 16.5 Describe the special obligations of transnational corporations to their employees around the world</p>
<p>17 Understand how to manage a diverse workforce</p>	<p>17.1 Describe the role the government play in securing equal employment opportunity. 17.2 Describe if affirmative action an effective strategy for promoting equal opportunity, or not 17.3 Analyse ways diversity confer a competitive advantage 17.4 Describe how best companies can manage workforce diversity, making the workplace welcoming, fair, and accommodating to all employees 17.5 Define policies and practices most effective in helping today's employees manage the complex, multiple demands of work and family obligations</p>

Recommended Learning Resources: Corporate Governance

<p>Text Books</p>	<ul style="list-style-type: none"> • Corporate Governance by Christine Mallin. ISBN-10: 019928900X • Corporate Governance by Robert A.G. Monks , Nell Minow. ISBN-10: 1405171065 • Corporate Governance and Accountability by Jill Solomon. ISBN-10: 0470034513
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>