**Broad College of Business
MICHIGAN STATE UNIVERSITY**

Department

Course Title Spring 2026 Syllabus

Course Number: ESHP202 or SSC490
Credit Hours: 3
Course Modality: Hybrid
Course meeting days and time: Wednesday 6:15-8:15pm
Course location: In person in the Broad College of Business and Zoom

Instructor

Instructor Information

Instructor
Name: Beth Hammond (she/her)
Office: E222
Office hours: By appointment (In person and/or Zoom)
Phone: (517) 353-4299 (office)   (248) 506-3865 (cell)
E-mail: hammon25@msu.edu

Course Information

Course Description

In today's global economy, business professionals must understand historical implications, relationships, institutions, and how combination of these influence and impact the environment in which all industries operate. The primary objective of this course is to provide an introduction to how entrepreneurs can utilize their business skills to address a social issue or problem. We will learn from business professionals and entrepreneurs how they identified a community need and how that intersected with their business experience and/or skills. This in field exposure combined with the classroom topics covered before the trip to Cambodia will help expand your understanding of how all issues and institutions within a country not only impact those specific citizens, but also their ability to participate in the global market.

Course Overview

This course will be taught in person and online from January 20 to March 18, 2026 including our trip to Cambodia. During the in-person and online portion most of the basic content of the course will be covered. This will allow more time to meet with Cambodian businesspeople and gain a better understanding of doing business in Asia.

Course Objectives

Upon successful completion of this course, you will be able to:

1. Gain an understanding of the intersection of social responsibility and entrepreneurship.
2. Gain an understanding of the factors that impact a global economy.
3. Examine the different strategies that entrepreneurs can adopt to address a social need.
4. Understand the ethical issues that can arise when doing business in a global environment.
5. Develop a global mindset.
6. Learn to identify key stakeholders when implementing a community-based enterprise.

Students will meet the course objectives through the following actions:

- Attending class
- Completing assignments
- Participating in classroom discussion

Prerequisites

Must be an active MSU undergraduate student.

Required Textbook & Course Materials

The book that will be used and discussed in depth in our course will be Cambodia's Curse; A Modern History Of A Troubled Land by Joel Brinkley. This is available for purchase on Amazon for $18.00 new.

Course platforms/Structure

This course will be delivered in a **hybrid** mode. The online components of the class will be *held on zoom and in person sessions will be held in the Broad College of Business.* The in-person components of the class include lectures, presentations, and dialogue. All course sessions will be held on Monday's from 6-8pm. All persons on campus at any time will be required to abide by all MSU COVID-19 directives as outlined on the MSU Together We Will site

Required Technologies

Specify any additional materials, including software, and hardware, and Internet connection, that students must purchase (or have access to) for the course. ***State if any hardware or software is required for assessment (e.g. a webcam)****. In selecting/preparing materials abide by the* MSU Accessibility Policies.

- If you use any special technology e.g. clickers, Tophat, etc., please add instructions here. If there is a cost, this must be indicated in the Schedule of Courses.
- Reliable web browser
  - Browser/mobile support for D2L
- Reliable internet

- o For most courses, 25 Mbps should be a sufficient internet speed, please refer to this guide for internet speed for more information.
- o If you encounter internet connectivity issues while completing a quiz or submitting an assignment, please contact the instructor immediately.
- o If you are on campus, ensure that you are connected to the 'MSUnet 3.0' network & have disabled random MAC addresses

Technical Assistance

Information helpful for the use of required software, including D2L: Include information on how to navigate necessary software, expectations, instructions on how to access course material, and where to find technical and online course development assistance. For example: If you need technical assistance at any time during the course or to report a problem you can:

- Visit the MSU Help site
- Visit the Desire2Learn Help Site
- Call the MSU IT Service Desk at (517)432-6200, (844)678-6200, or e-mail at ithelp@msu.edu
- Request assistance navigating and requesting instructional design help

Course Outline/Schedule

Assessment Dates

1 Wednesday, January 14 6:15-8:15pm (In Person, M200)		Overview of the Course Learning Objectives/Syllabus Review Ethics and Values
2 Wednesday, January 21 6:15-8:40pm (In Person, M200)		Cambodia in the News The Killing Field (viewing of the entire film)
3 Wednesday, January 28 6:15-8:15pm (Virtual)		Cambodia in the News Book Discussion, **Chapters TBD** The Killing Field discussion
4 Wednesday, February 4 6:15-8:15pm (Virtual)		Cambodia in the News Presentation 1 Presentation 2 Predeparture Items (Visa) and Whats App Book Discussion, **Chapters TBD** The Killing Field summary due

5 Wednesday, February 11 6:15-8:15pm (Virtual)		Cambodia in the News Presentation 3 Presentation 4 Book Discussion, **Chapters TBD** Prompt 1 Due
6 Wednesday, February 25 6:15-8:15pm (In Person, <mark>M200</mark>)		Cambodia in the News Presentation 5 Presentation 6 Book Discussion, **Chapters TBD** Prompt 2 Due
Friday, February 27 – Saturday, March 7, 2026		CAMBODIA
7 Wednesday, March 18 6:15-8:15pm (In Person, <mark>M200</mark>)		Final Project Presentation: What Social Problem would you want to address with your skills?

Grading Policy

Grade Determination

(1) Presentation with a partner (**50 Points**): This will be a 20-minute presentation given with a partner on one of the following topics: The impact of the Genocide, Cambodian Educational System, Social Structure, Government, Global Partners, Current Challenges, Social Problems, Ankor Wat, Foreign Direct Investment, Historical Events, or the role of religion. Partners and topics will be assigned the first night of class.

(2) Learning Summary to Prompt 1 (**10 Points**): Each student will be responsible to write a 1-2 page review of the core concepts they took away from the book we read and discussed in class regarding the implication of Cambodian history and how it is impacting the country's business environment today.

(3) Learning Summary to Prompt 2 (**10 Points**): Each student will be responsible to write a 1-2 page review of the core concepts they took away from the book we read and discussed in class regarding the growth of their understanding of Social Responsibility in a global environment.

(4) Learning Summary to The Killing Field (**10 Points**): Each student will be responsible to write a 1-2 page review of the core concepts they took away from the film The Killing Field and discussion in class and how it is impacting the country's business environment today.

(5) Participation/Attendance Points (**140 Points**): Students will receive 5 points for each class they fully attend. They will also get up to 5 points for each class session they are an active participant in the classroom discussion. So each class session, students can earn up to 10 points total.

(6) Post-Visit Final Project (**100 Points**): After we return from Cambodia, each student will identify a social issue/problem and create an entrepreneurial business solution to address that using your personal skills and acumen. These will be a 3-5 page paper turned in by midnight the last night of class. There will be an informal presentation given on the final night of class. The paper will address what is the social problem that you want to address, why is it an issue that matters to you, what is the impact of the social problem on a group of people, what are you going to do to address it and how you would measure your impact/success.

GRADING SUMMARY

Presentation with a partner:	50 points
Summary/Learning Points to the Killing Field:	10 points
Learning points/Prompt 1:	10 points
Learning points/Prompt 2: :	10 points
Participation/attendance points: 10 points per class	140 points (5 for each)
Final Project:	100 points
Total Points	**320 points**

Grade Percentage

4.0 - 90 to 100%

3.5 - 85 to 90%

3.0 - 80 to 84%

2.5 - 75 to 79%

2.0 - 70 to 74%

1.5 - 65 to 69%

1.0 - 60 to 64%

0.0 - 59% and below

Grade Dissemination

Students will email the instructor assignments prior to midnight on the due date. Points will be deducted if assignments are turned in late. Grades for each assignment will be emailed to the student within a week of being turned in. There is always an opportunity for students to discuss grades with faculty after papers are returned.

Attendance & Participation

Attendance (regardless of modality) is participating in the course dialogue and being present for the entire class session. Students will be earn participation points each class. Please communicate with the instructor in case of illness or emergencies.

During online class sessions, please turn your camera one when speaking.

Learning Continuity Statement

If a student experiences a prolonged absence due to life circumstances, they should email the instructor to make a plan to complete the course or arrange for an Incomplete.

- The student should email instructor as early as possible
- Some deadlines might be modified to adjust for prolonged absence

Technology and Media

Course Recordings, Intellectual Property and Social Media Use

- **Course Recordings:** Meetings of this course may be recorded by the instructor. The recordings may be available to students registered for this class. This is intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Recordings may not be reproduced, shared with those not in the class, or uploaded to other online environments. Doing so may result in disciplinary action. If the instructor or another University office plan other uses for the recordings beyond this class, students identifiable in the recordings will be notified to request consent prior to such use.

- **Commercialized Lecture Notes:** Commercialization of lecture notes and university-provided course materials is **not permitted** n this course.

Related Policies:
- [Institutional Data Policy](#)
- [Student Privacy Guidelines and Notification of Rights under FERPA](#)

As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor and are subject to the following conditions of use:

1. Students **not** record lectures or an other classroom activities and use the recordings only for their own course-related purposes.
2. Students **may not** share the recordings with other students enrolled in the class. Sharing is limited to using the recordings only for their own course-related purposes.
3. *Video and audio recordings made of online lectures may contain [inaudible or invisible watermarks to identify shared media](#)*
4. Students **may not** post the recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students whose voice or image is included in the recordings.

5. Any student violating the conditions described above may face academic disciplinary sanctions.

Academic Honesty

Generative A.I. Statement Use Encouraged and Permitted

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic integrity and the Spartan Code of Honor Academic Pledge. For example, *[Insert citation style for your discipline. See these resources for APA guidance, and for other citation formats.]* Remember, AI is not likely to generate a response that would be seen as quality work and should be modified and improved.

The All-University Policy on Integrity of Scholarship and Grades

All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the MSU Ombudsperson's website

Eli Broad College of Business Honor Code

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code or the FTMBA Honor Code.

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU's Student Rights and Responsibilities document) including but not limited to:

- University Probationary status.
- Denial of admission to the Broad College of Business if currently a Business Preference student.
- Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

Spartan Code of Honor

On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

"As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do."

Student Rights and Responsibilities

Students have a range of support and information options available to them to discuss actions or activities related to their academic, personal or professional lives at MSU. These rights and resources are detailed on the ombudsperson's website.

Disability Access

Students must inform the instructor of any accommodations needed. Information related to disability access is available on the Resource Center for Persons with Disabilities (RCPD) website. Students: to make an appointment with a specialist, call: (517) 353-9642 Or TTY: (517) 355-1293 or visit the RCPD website.

Americans with Disabilities Act Accommodations

Michigan State University is committed to providing equal opportunity for participation in all programs, services, and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation ("VISA") form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc). Requests received after this date will be honored whenever possible.

Religious Observances

Students are expected to notify their instructor in advance if they intend to miss class to observe a holy day of their religious faith. Refer to the registrar's page on religious observance policy. For a current schedule of major religious holidays, see the office of inclusion and intercultural initiatives.

Chosen Name & Pronouns

All people have the right to be addressed and referred to in accordance with their personal identity. Many people do not identify with the name on their birth certificate, school ID, or other forms of identification. If you would like to change your name, you can do that through StuInfo. Your gender marker can be changed by filing a request at the Office of the Registrar at the Hannah Administration Building. Read MSU's preferred name policy for more information. Please advise me at any point if you need to update your name and/or pronouns in my records. Pronouns

SPLS (Student Perceptions of Learning Survey):

Visit the MSU's SPLS Online website to complete your end-of-term course and instructor evaluations.

Limits to Faculty/Student Confidentiality; Mandatory Reporting

Essays, journals, and other materials submitted for this class are generally considered confidential pursuant to the University's student record policies. However, students should be aware that University employees, including instructors, may not be able to maintain confidentiality when it conflicts with their responsibility to report certain issues to protect the health and safety of MSU community members and others. As the instructor & per the **RVSM Limits to Confidentiality**, I must report the following information to other University offices (including the MSU Police Department) if you share it with me:

- Suspected child abuse/neglect, even if this maltreatment happened when you were a child,

- Allegations of sexual assault or sexual harassment when they involve MSU students, faculty, or staff, and
- Credible threats of harm to oneself or to others.

These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like to talk about these events in a more confidential setting you are encouraged to make an appointment with the [MSU Counseling Center](#).

Emergency Procedures

In the event of an emergency arising within the Broad College of Business Complex the instructor will notify you of what actions that may be required to ensure your safety. It is the responsibility of each student to understand the evacuation, "shelter-in-place," and "secure-in-place" guidelines posted in each facility and to act in a safe manner. You are allowed to maintain cellular devices in a silent mode during this course, in order to receive emergency SMS text, phone or email messages distributed by the university. When anyone receives such a notification or observes an emergency situation, they should immediately bring it to the attention of the instructor in a way that causes the least disruption. If an evacuation is ordered, please ensure that you do it in a safe manner and facilitate those around you that may not otherwise be able to safely leave. When these orders are given, you do have the right as a member of this community to follow that order. Also, if a shelter-in-place or secure-in-place is ordered, please seek areas of refuge that are safe depending on the emergency encountered and provide assistance if it is advisable to do so." Prepared by: Captain Penny Fischer Michigan State University Police.

Policies for Student Athletes

- [Student Athletes](#)

MSU COVID-19 Directives

COVID-19 information: This class will abide by all MSU directives concerning health and safety regarding COVID-19. Specifically, all students and instructors in this course will adhere to policies as detailed on [Together We Will](#).

Self-Monitoring & Exposure to COVID-19. If feeling ill, students should contact MSU's COVID-19 hotline at 855-958-2678 or contact their health care provider. Faculty and staff should contact their primary care physician.

Health and Safety Compliance and reporting. Those who come to MSU facilities must commit to the personal responsibility necessary for us to remain as safe as possible, including following the specific guidelines outlined in this syllabus and provided by MSU more broadly. There may be times when action will be necessary to reinforce expectations.

This classroom will be cleaned daily. Students are welcome to use disinfectant wipes to wipe shared surfaces. Students should keep personal items (e.g. cell phones, laptops, books, etc.) to themselves and clean.