



Business Administration

Course Number:	BUAD 346
Course Title:	ENVIRONMENTALLY SUSTAINABLE ENTERPRISE
Credits:	3
Calendar Description:	Operating a business in an environmentally sustainable manner is a consumer demand, and employee retention strategy and a financial imperative. This course will explore ways to minimize emissions, energy use, waste and environmental impacts, using marketing, accounting, human resource and management strategies.
Semester and Year:	Winter 2015
Prerequisite(s):	A minimum of third year standing
Corequisite(s):	None
Prerequisite to:	None
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective for BBA degree
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 339 Selected Topic – Environmentally Sustainable Enterprise cannot take BUAD 346 for additional credit.
Originally Developed:	November 2011
EDCO Approval:	
Chair's Approval:	

Professor

Name	Cell	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to:

- Articulate an educated argument for making sustainable choices in the workplace.
- Identify materials and energy components in an industrial/commercial setting and create and industrial ecology plan.
- Identify and mitigate environmental impacts in an assessment or business plan.
- Explain the components of a triple bottom line approach to monitoring business success.
- Explore the consumer motivation, commitment and communication for sustainable product/service consumption.
- Explain the factors affecting environmentally sustainable enterprises.
- Explain why some organizations choose/choose not to become environmentally sustainable.
- Identify costs and benefits to an organization when “going green” as well as the costs and benefits to all stakeholders.
- Articulate both sides of a variety of arguments as they related to environmental sustainability and stakeholder theory.
- Assess the various external and internal factors of an organization both before and after they “go green”.

Course Objectives

- Please see the schedule on the following page for a detailed description of the content covered in this course.

Evaluation Procedure

Learning Journals	20%
Debate and participation in post-debate discussion	20%
2 of 3 Assignments*	40%
Final Exam	20%
Total	100%

Notes

Learning journals will be completed online through moodle and will be assessed 8 times throughout the semester. Please see schedule. The first journal entry will not be for marks and the other 7 will each be worth 2.86% of your final grade.

Students are expected to pre-read the text books in preparation for class discussions and debates. All Readings/Due dates in the schedule below mean: by **6:00pm** on the date of the assignments. There will be no late assignments accepted.

*Choose 2 of: An Impact Assessment, Industrial Ecology Plan, or Net Zero Business Plan. Assignment 1 is due February 24th and assignment 2 is due April 17th.

Required Texts

1. Making Sustainability Stick by Kevin Wilhelm
2. Taking Sides Clashing Views in Sustainability Second Edition by Robert W. Taylor

Course Schedule

Date		Topic	Readings/Due
Dates:			
Jan	6	Introduction to course content, format, expectations, journaling, Moodle, assignments, debates, etc.	Journal 1 (in class)
	13	State of the Environment. The Business Case for Environmental Sustainability (ES)	MSS Chapters 1 and 2
	20	Stakeholders: their impact, partnerships, HR, politics etc.	Journal 2 MSS Chapters 3 and 8
	27	Impact Assessments: foot-printing and mitigating concepts. ES and Accounting	MSS Chapters 4 and 5
Feb	3	Change Management and ES AND Motivation Theories. Debate techniques, format and practice	Journal 3 MSS Chapter 7 AND papers by LM
	9 - 13	READING BREAK (no classes)	
	17	Industrial Ecology. Internal/External Communications. Marketing ES and green-washing	Journal 4 MSS Chapters 10 and 11
	24	Human Resource Management Strategies. DEBATE 1 vs 2: Limit consumption vs limit population	Assignment 1 TS Issues 7 and 5
Mar	3	Scientific and political impacts on ES in business. DEBATE 3 vs 4: Policies vs Technology will affect greatest changes in ES	Journal 5 TS Issues 2 and 8
	10	DEBATE 5 vs 6 AND 7 vs 8: Globalization is/is not AND Poverty is/is not the cause of global environmental degradation (no lecture today, only post-debate discussions)	TS Issues 3 and 6
	17	DEBATE 9 vs 10 AND 11 vs 12: Natural resources and privatization; ecosystem monetization and carbon offsets (no lecture today, only post-debate discussions)	Journal 6 TS Issues 6 and 9
	24	Corporate Social Responsibility, Business Ethics and DEBATE 13 vs 14: CSR – real or fiction?	TS Issue 18
	30	Agriculture/Food. DEBATE 15 vs 16: Can Sustainable agriculture feed the world? GMOs and Organics..	Journal 7 TS Issue 16
Apr	7	DEBATE 17 vs 18 AND 19 vs 20: Can cities be made sustainable? Urban development policy and planning (no lecture today, only post-debate discussions)	TS Issues 11 and 20
	14	REVIEW and work on assignments	Journal 8 Assignment 2 due Apr 17th
Apr	17 - 25	Final Exam Period	TBD

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.