




Business Administration

Course Number:	BUAD 346
Course Title:	SUSTAINABLE MANAGEMENT
Credits:	3
Calendar Description:	Formerly BUAD 339. This course explores sustainability theory and sustainable management practices for private-sector business. Environmental, social and economic concepts are integrated and applied across business disciplines. Sustainability models and evaluation frameworks are used to understand how sustainability can impact strategic thinking, operational decision-making, and performance reporting.
Semester and Year:	WINTER 2021
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	Phone	Office	Email
Danielle Robinson <i>Course Captain</i>	Cell will be given in class.	Virtual	drobinson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- explain sustainability issues in a business context.
- assess business practices using the three pillars model of sustainability.
- evaluate business sustainability reporting using contemporary reporting methods.
- describe environmental economics and environmental valuation methods.
- explain how human resources management builds capacity for sustainable management.
- recommend sustainability initiatives throughout a firm's entire value chain.
- critique a firm's sustainability strategy.
- compare a firm's stakeholder engagement strategies to current sustainability guidelines.

Course Objectives

This course will cover the following content:

See the Course Schedule below

Evaluation Procedure

Individual Component	65%
Learning Activities	15%
Midterm Exam *	25%
Final Summative Assessment: Reflective Essay*	25%
Team Component	35%
Asynchronous Seminar	15%
Term Project (proposal, presentation, report)	20%
Total	100%

*Students must earn half of all available exam marks to receive a passing grade in this course.

Notes:**Learning Activities**

(15%) These short assignments are intended to incentivize your active and thoughtful preparation/participation. They will be assessed as fully meets expectations/full marks, partially meets expectations/half marks, does not submit/no marks.

- Personal Introduction 1%
- Synchronous or Asynchronous Discussions 6% (3x2%)
- Asynchronous Seminar Responses 8% (8x1%) There will be 10 seminars total. You do not need to respond to your own and you have one free pass

Midterm Exam*

(25%) Short-answer and paragraph responses in Moodle covering content in Chouinard (2016) and Chapters 1 and 2 in Koprina and Blewitt (2018). Open book.

Final Summative Assessment: Reflective Essay*

(25%) Cumulative, requires demonstration of learning outcomes in the form of a 1500-word essay citing course reading/activity (APA).

*Students must earn half of all available exam marks to receive a passing grade in this course.

Asynchronous Seminar

(15%) Your team (decided by instructor) will prepare an asynchronous seminar, including a short learning activity for your peers, on an assigned chapter from Koprina and Blewitt (2018).

Term Project

(20%) Your team (same as seminar team unless extenuating circumstances) will submit a charter/workplan, deliver a 15-20min summary presentation and submit a formal written report (APA) and to the class which evaluates sustainability for an approved business.

Peer evaluation will be applied to individual marks for these team assignments.

Submission Policy

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date. Late submissions will receive a mark deduction penalty, as determined by the professor.

Details

Further information about all of these assignments and how they will be assessed will be provided in class and in moodle.

Required Texts

1. Chouinard, Y. (2016). *Let My People Go Surfing: The Education of a Reluctant Businessman-- Including 10 More Years of Business Unusual*. Penguin.
Please purchase through OC bookstore or alternative.
2. Kopnina, H., Blewitt, J. (2018). *Sustainable Business*. London: Routledge.
E-version available in Moodle.
3. Additional resources will be assigned and available in Moodle. These may include industry examples, excerpts from textbooks and other books, webinars, podcasts, documentary films, articles from journals, news and business media and standards.

Course Schedule

Date		Topic	Text	Deliverables
Week		Date		
		Monday, January 11 – First Day of Classes Monday, February 15 – STAT Tuesday, February 16 – Friday, February 19 – Reading Break Friday, April 2 – Monday, April 5 - STAT Friday, April 16 – Last Day of Classes		
1	Week of Jan 11	Introduction to Sustainable Management and the Patagonia Case		Personal Introduction by Sunday at 11:59m
2	Week of Jan 18	Patagonia Case: Part 1 History	Chouinard p. 3-72	Discussion 1 by Sunday at 11:59m
3	Week of Jan 25	Patagonia Case Part 2a Philosophies: Design Production Distribution Marketing Financial HR	Chouinard p.73-166	Discussion 2 by Sunday at 11:59m
4	Week of Feb 1	Patagonia Case Part 2b Philosophies: Management Environmental Patagonia Case Part 3 Turn Around and Take a Step Forward	Chouinard p.167-end	Discussion 3 by Sunday at 11:59m
5	Week of Feb 8	Key Concepts in Sustainable Business Business Ethics	Kopnina & Blewitt Ch 1 Kopnina & Blewitt Ch 2	
	Week of Feb 15	Reading Week		
6	Week of Feb 22	Midterm Environmental, Social and Economic Issues	Kopnina & Blewitt Ch 3 Kopnina & Blewitt Ch 4	Midterm (25%) in Moodle 001 <u>Mon.</u> 12:30-1:50pm 071 <u>Fri.</u> 8-9:20am Asynchronous Seminars Ch 3 and 4 posted by 9am Monday morning Responses due by Sunday night 11:59pm
7	Week of March 1	Key Challenges in Sustainable Management	Kopnina & Blewitt Ch 5 Kopnina & Blewitt Ch 6	Asynchronous Seminars Ch 5 and 6 posted by 9am Monday morning

		Globalization		Responses due by Sunday night 11:59pm Team Charter and Workplan Due Sunday night 11:59pm
8	Week of March 8	Strategic Change	Kopnina & Blewitt Ch 7 Kopnina & Blewitt Ch 8	Asynchronous Seminars Ch 7 and 8 posted by 9am Monday morning (15%) Responses due by Sunday night 11:59pm
9	Week of March 15	Sustainable Business Practices	Kopnina & Blewitt Ch 9 Kopnina & Blewitt Ch 10	Asynchronous Seminars Ch 9 and 10 posted by 9am Monday morning Responses due by Sunday night 11:59pm
10	Week of March 22	Cradle to Cradle Circular Economy	Kopnina & Blewitt Ch 11 Kopnina & Blewitt Ch 12	Asynchronous Seminars Ch 11 and 12 posted by 9am Monday morning Responses due by Sunday night 11:59pm
11	March 29/31/7 or April 9	Issues and Opportunities in Sustainable Management		001 will attend and present Team Project on either 29, 31 or 7 th TBD 071 will attend and present on 9 th Final Team Project Reports Due April 11
12	Week of April 12	Where do we go from here?		
	Final Exam Period			Individual Final Summative Assignment: Reflective Essay (25%) Due April 21/21, 11:59pm.

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, 7th edition (2019)). 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.