



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 2023
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:	No
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:	May 2018
Chair's Approval:	<i>Devi Rubadeau</i>

Professor

Name	Phone	Office	Email
Danielle Robinson <i>Course Captain</i>	250-809-2838	K: E225 P: PC230	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

Learning Activities	15%
Midterm Exam	25%
Final Summative Assessment: Reflective Essay	25%
Team Projects	35%
Total	100%

Detailed information about assignments and how they are evaluated will be given in class, but some general notes about evaluation are provided below:

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.

Midterm Exam* (25%)

Short-answer and paragraph responses covering content in Chouinard (2016), concepts from lectures and assigned supplementary material.

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 style).

Team Projects (35%)

You will participate in class activities related to sustainable management and design a group project aligned with course outcomes. Your team of approximately 4 will submit a charter/workplan, present a deliverable suitable to your project (presentation, report, etc.) which demonstrates achievement of sustainable management learning outcomes.

Submission Policy

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty as determined by the professor.

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. Textbook excerpts available in Moodle including:
 - Selections from Molthan-Hall, P. ed. (2017). *The Business Student's Guide to Sustainable Management*. London: Routledge.
 - Selections from Kopnina, H., Blewitt, J. (2018). *Sustainable Business*. London: Routledge.
3. Additional resources not shown on the outline may be assigned including industry examples, excerpts from books, standards, webinars, podcasts, documentary films, articles from journals, news and business media. These will be available in Moodle.

Course Schedule: This is a guideline only. It is subject to change by the professor.

Date		Topic	Text	Deliverables
Week #	Week of			Note: Other Learning Activities (total 5%) will occur during class-time throughout the course.
1	Jan. 9	Sustainable development in a business context Introduction to the Patagonia Case Sustainable Management Mentorship Training	Ch 5 PRME, the UN Global Compact and the Sustainable Development Goals in <i>The Business Student's Guide to Sustainable Management</i>	
2	Jan. 16	Patagonia Case: Part 1 Sustainable Management Mentorship Session	Chouinard: History	Learning Activity 1 (2.5%) Due Sunday, Jan. 15
3	Jan. 23	Patagonia Case Part 2	Chouinard: Design Production Distribution Marketing	Learning Activity 2 (2.5%) Due Sunday, Jan. 22
4	Jan. 30	Patagonia Case Part 3 Sustainable Management Mentorship Session	Chouinard: Financial HR Management Environmental	Learning Activity 3 (2.5%) Due Sunday, Jan. 29
5	Feb. 6	Conceptualizing the 3 pillars: values, assumptions and systems.	Chouinard: Turn Around and Take a Step Forward Ch 16 Systems thinking and sustainable management in <i>The Business Student's Guide to Sustainable Management</i>	Learning Activity 4 (2.5%) Due Sunday, Feb. 5
6	Feb. 13	Environmental Economics Circular Economy Sustainable Finance Sustainable Management Mentorship Session	Ch 8 Environmental Economics in <i>The Business Student's Guide to Sustainable Management</i> Ch 12 Towards a Circular Economy in <i>Sustainable Business</i> .	
7	Feb. 20	MID-SEMESTER STUDY BREAK (no classes)		
8	Feb. 27	Midterm		Midterm in-class Wed. Mar. 1
9	Mar. 6	Strategic Change	Ch 17 Developing sustainably responsible strategies in <i>The Business Student's Guide to Sustainable Management</i>	Team Project charter/workplan due

10	Mar. 13	Reporting, stakeholder engagement, certification	Ch 6 Sustainability reporting in <i>The Business Student's Guide to Sustainable Management</i>	
11	Mar. 20	Applying sustainable management concepts in the fashion industry Speaker/fieldtrip		
12	Mar. 27	Applying sustainable management concepts in the food industry Speaker/fieldtrip		
13	Apr. 3	Applying sustainable management concepts in team projects		Team meetings with instructor schedule TBA
14	Apr. 10	Evaluating sustainability strategy and recommending sustainability initiatives		Team project presentations/reports
	Apr. 17-27	Final Summative Assessment: Reflective Essay		Assignment will be posted April 17 and due in Moodle Fri. April 27, 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.