



BUSI 3119 A: Business and Environmental Sustainability

FALL 2025

Instructor	Anamika Jayendran
Email Address	anamikajayendran@cunet.carleton.ca
Class Times	Monday 8.35 am – 11.25 am
Modality	In-person
Office Hours	By appointment; schedule via email
Office Location	N/A
TA Name/Email	N/A

Pre-Requisites & Preclusions:

Prerequisites: Third year standing

Preclusions: N/A

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>)

Examining concepts of environmental sustainability within the business context. Exploring the complex interdependency between organizations, society and the natural environment.

Instructor's Description:

This course explores the intersection of business and sustainability, examining key social, environmental, and organizational challenges. Students will engage with multiple perspectives and frameworks to critically assess sustainability issues and consider practical approaches for business practice.

Course Learning Objectives:

By the end of the course, students should be able to:

1. Demonstrate knowledge of a range of sustainability topics and discussions relating to business, social and environmental sustainability
2. Compare sustainability perspectives from varied organizational and stakeholder perspectives in the business context.
3. Apply a range of sustainability frameworks to business and sustainability issues in order to address organizational challenges.
4. Critically discuss issues of sustainability within the business context with peers and co-create a shared understanding of complex issues

Required/Optional Materials & Prices

Required Reading: *Sustainability Principles and Practice*

- Author (s): Margaret Robertson; 3rd Edition; Routledge; 2021
- Price \$: \$ 91.95 CAD
- E-book version available at the campus bookstore or PDF version if available; physical copy not required.
- ISBN 9780367365219

You may purchase the textbook(s) from the campus bookstore in Nideyinàn (formerly the University Centre) or through the bookstore website: <https://carleton.ca/campus-services/the-bookstore/>. If you require a print version, please visit the store to request them to place on demand orders for the print textbook.

In addition to the textbook, readings assigned for each week may be found under the Ares section for this course on the Macodrum Library website.

Grading Scheme

Group Project	55%
Milestone #1	10
Milestone #2	10
Milestone #3	10
Milestone #4	10
Final Presentation	15
Quizzes (4)	20%
Overall reflection	5%
Participation	20%
Total	100%

Important Dates to Note

Quiz #1	September 22 nd , 2025 (In class)
Group Project Milestone #1	September 29 th , 2025
Quiz #2	October 6 th , 2025 (In class)
Group Project Milestone #2	October 27 th , 2025
Quiz #3	November 03 rd , 2025 (In class)
Group Project Milestone #3	November 10 th , 2025
Quiz #4	November 17 th , 2025 (In class)
Group Project: Final Presentation	December 5 th , 2025
Final Reflections Due	December 15 th , 2025

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



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Group Sustainability Project

In teams, students will work in teams to design a sustainability strategy for a company (existing or start-up) in a chosen industry and region, working toward a selected UN Sustainable Development Goal (SDG). Teams will be expected to ground their work in real-world business contexts and defend their choices with academic and statistical evidence, frameworks and critical analysis.

The project will span the length of the course, with deliverables divided into 5 milestones:

Milestone #1: Gain Deeper Insights

Teams will conduct a deep dive into their chosen industry and region, gather information and analyze sustainability challenges about their chosen SDG using credible data and evidence.

Milestone #2: Design through innovation & actualize the service

Teams will propose an innovative product, service or strategy that addresses the issues identified and justify its impact.

Milestone #3: Motivate behavioural change

Teams will identify the stakeholders, map engagement and outline strategies for encouraging actions that are conducive to the success of their offering.

Milestone #4: Leadership & Power

Teams will evaluate the role of leadership, power and governance in their chosen context, making policy recommendations to support their sustainable offerings.

Final Presentation

Teams will collate the elements from the previous milestones, incorporate instructor and peer feedback received, to develop and present a cohesive, evidence-based plan for their sustainability offering. All team members must participate in the final presentation.

Teams for the project will be assigned in the first class. The class will also collectively discuss the deliverable formats for each milestone in class.

Group work and peer feedback

The group project being an important part of the course assessment, students must ensure that they contribute adequately to the success of their teams. The team assignments provide students with opportunities to develop and enhance interpersonal, communication, leadership, and other team skills. Students will be asked to evaluate the individual contributions of the other team members to all stages of the project. Teams will also have the opportunity to discuss their projects with other teams to get peer feedback through the course.

Quizzes

Four short tests, worth 5% each, will be given in the term to assess students' knowledge of course concepts and progress. The tests will take place during class time.

Overall reflection

Students will submit a 2-page reflection of their learnings, experiences and takeaways regarding sustainability and business at the end of the term. Direction and rubrics to guide the reflection will be provided towards the end of the term.

Class Participation

Relevant activities or exercises are conducted periodically in class, some in small groups, and may require brief written reports to be handed in. Please note that marks are not awarded for mere class attendance but require active participation in completing and discussing these assignments. Due to the participatory nature of these activities, make-up assignments or compensation for marks lost due to missed classes are not provided for any reason.

Late Assignments:

It is understood that sometimes students may have certain unforeseen circumstances that prevent them from submitting assignments by the deadline. At this point, the only expectation from students is to communicate these to the instructor and discuss alternative submission possibilities. Assignment extensions or new deadlines will be granted on a case-by-case basis at my discretion. In the absence of such communication from the student, submissions past the due date will receive a penalty of 5% per day.

Deferred Examinations/Assignments:

If you are unable to appear for a quiz or other scheduled assessments due to extenuating circumstances (such as a death in the family, illness, etc.), you must communicate the same to the professor and provide supporting documentation, if required. Upon review, a deferred test may be offered. Please note that students who do not provide valid documentation or fail to offer a reasonable explanation for missing an assessment will receive a grade of 0% for that test.

The deferral will be held on Monday, *December 1st* at 7:15am.

Preparation and Participation:

This course emphasizes active engagement and preparation to foster critical thinking and

collaborative learning. Students are expected to complete all assigned readings, including textbook chapters and supplementary materials, before each class. Coming prepared allows for meaningful contributions to the classroom environment, where debates, discussions, and conversations are central. Reflection on key themes and questions from the readings is encouraged to ensure students can actively participate in class activities.

Participation is a critical component of the course and will be assessed based on the quality, consistency, and thoughtfulness of contributions. Students are expected to engage respectfully with their peers, challenge ideas constructively, and bring evidence-based insights to discussions. The classroom is a space for diverse perspectives, and active listening and collaboration are as important as speaking.

Course Schedule

Week #	Week of	Topic	Readings	Deliverables
1	September 8	Discussion of course outline + Introduction to Sustainability	Chapter 1 & 2	None
2	September 15	The human sphere	Chapter 4	-
3	September 22	Wicked Problem framework & Just sustainability	Readings on Ares	Quiz # 1
4	September 29	Systems thinking	Readings on Ares	Group Project: Milestone # 1
5	October 6	Products	Chapter 13	Quiz # 2
6	October 13	Thanksgiving Holiday	-	-
	October 20	Fall Break		-
7	October 27	Working in an organization	Chapter 15	Group Project: Milestone # 2
8	November 03	Climate & Energy	Chapter 5 & 9	Quiz # 3
9	November 10	Politics & Governance	Readings on Ares	Group Project: Milestone # 3
10	November 17	Food & Water	Chapter 6 & 12	Quiz #4
11	November 24	Strategic Change	Readings on Ares	Group Project Milestone # 4
12A	December 01	Agents for social change	Chapter 17	-
12B	December 05	Presentations	-	Group Project: Final Presentations
	December 15	-	-	Final Reflections due

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>			✓	
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>			✓	
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>		✓		
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>			✓	
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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