



CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS

BUSI 3119A
FALL 2017
SUSTAINABILITY AND THE ROLE OF BUSINESS

Instructor: Sujit Sur

Office: DT 1707

Office Hours: Tuesdays 1:00pm – 2:00pm (or by appointment)

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Phone Number: 613-520-2600 (x4003)

Course meets: Tuesdays from 8:35am – 11:25am @ SA 516

Pre-requisites: Third-year standing

Calendar Description:

Concepts of sustainability within business and management contexts. Complex relationships among business, society and the environment and explores the nature of business in today's world where addressing environmental and social issues is becoming increasingly important.

Course Description:

This course discusses and analyzes the concept of sustainability within a business and management setting. It will analyze the complex relationship between business and the environment and it will explore the nature of business in today's global context where addressing environmental and social issues is becoming increasingly important. Furthermore, it aims to discuss how the talents of business might be used to solve world's environmental and social problems towards developing a sustainable economy.

The course will begin with an introduction of the state of our present economy and population pressures on our world. Next, the course will address global challenges faced by our society followed by specific challenges faced by businesses. By the sixth week, the course will steer towards business solutions – both ecological and market-based - to address these concerns. Some models like triple bottom line and natural step will also be addressed in these solutions. The course will conclude with discussions on looking towards a sustainable future wherein numerous ideas come together such as re-design of neighborhoods, building hydrogen and solar base, climate solutions, market and government solutions, etc. The course will be conducted in a seminar setting rather than being based on lectures. It will be focused around discussions arising from the assigned readings, cases, ethical debates, experiential simulations, and videos.

Course Objectives:

This is an introductory course. It covers the basic principles of sustainability in businesses in a dynamic and competitive environment. It examines the effects of both the internal and external environment on managerial choices for the structuring of organizations. The course focuses on:

- Study sustainability from the organizational and stakeholder perspectives
- Gain introductory knowledge of a range of sustainability topics to facilitate discussion on issues related to business, social and environmental sustainability

- Gain a greater awareness of stakeholder forces on businesses related to sustainability
- Develop critical thinking skills to solve business and sustainability issues
- Develop an understanding of sustainable business practices through the use of case studies and current business examples

Prerequisites:

This course is meant to be interdisciplinary in nature, and so is open to students from all disciplines and terms. However, because of the advanced nature of the content, students outside of the Sprott school or those within their first two years of studies, need the permission of Sprott School of Business to enroll in this course.

Reading(s)/Textbook(s):

Weekly readings will be assigned from the book “[Sustainability – Essentials for Business](#)” (available at the University bookstore as well as an e-book online. Case studies will also be assigned as indicated on cuLearn. The coursepack can be downloaded from <https://www.iveycases.com/CoursepackView.aspx?id=13074>. Details on registering and accessing is also posted on cuLearn. You are also expected to read professional publications related to sustainability, for example:

Green Biz – <http://www.greenbiz.com>

Network for Business Sustainability - <http://nbs.net/members/signup>

Triple Pundit - <http://www.triplepundit.com/newsletter/>

Global Compact bulletin - <https://www.unglobalcompact.org/news/bulletin>

Criteria for Evaluation and Grading:

The evaluation will be based on weekly online quizzes (to be completed individually prior to class), case analyses, and an individual industry report (mid semester) and company report (end of semester). The grading rubric for the team and individual case reports and presentations are placed at appendix A and B respectively. Team case reports are due at the beginning of class and need to be uploaded to cuLearn before class commences. The presenting teams also need to upload their powerpoint slides or other presentation material to cuLearn before class commences. Each component of the grade will be assigned a letter grade score. The final course grade will be a weighted average of each of these components. Individual case reports (mid and end of semester) also needs to be submitted online via cuLearn. In case of technical difficulties, you can email me the deliverable directly at sujit.sur@carleton.ca using your official Carleton email ID to ensure synchronized date and time stamp of receipt at my end.

Late Penalties: For any assignment that is late there is a one letter grade level penalty for each calendar day (or part thereof) late. For example, an “A” becomes a “B” if within 24 hours late; and if more than 24 hours, but within 2 days late a “C”.

Class Discussions and Contributions to Peer Learning:

Students are encouraged to actively participate in all classes by being adequately prepared. Regular attendance, participation and contribution from all class members is essential for effective discussion. It is student contribution to peer learning that constitutes a contribution, including encouraging colleagues, building on earlier comments without repeating, listening attentively to speakers and being respectful of differences of opinion.

While attendance is a pre-requisite to participation, it is the quality, not the quantity, of remarks that earns the grades. *Meaningful* contribution requires that you teach your peers something

useful that might otherwise have gone unnoticed. A discrete use of electronic devices for note-taking is permitted, however no distractions are allowed. Accordingly, should you engage in any non-course related use of the device in the classroom you will forfeit this permission for the remainder of the course.

Teams:

You will be required to form teams of a maximum of 4 students (minimum of 3 students and dependent upon class size, *exceptionally* a team of 5 may be permitted or a student without a team may be assigned to a team, all at the professor's discretion). Once formed, these teams will collectively carryout team assignments and presentations throughout the semester without any further changes.

You are responsible for selecting your team partners and the team is expected to *self-govern* to ensure the quality of all deliverables, independently resolving any conflicts within the team. It is strongly recommended that you seek diversified and complementary skill sets in your prospective team partners, ideally students from different academic concentrations with varied work experiences and backgrounds. Further information on effective team formation and processes will be discussed at the first class.

The team assignments provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other team skills. The resources at <http://sprott.carleton.ca/students/undergraduate/bcom/group-work-resources/> and <http://sprott.carleton.co/wp-content/files/Group-Work-Resources.pdf> are recommended. You are particularly encouraged to maintain evidence of your contribution to the team performance, including estimated research time, working papers, etc. The keeping of a team work log of meetings, commitments, decisions, etc. is also a valuable organizational tool. It is in each team member's best interest to ensure an equitable sharing of the research and work. You will be asked to evaluate the individual contributions of the other team members to all of the team presentations, recognizing that to consider one team member as contributing significantly more, requires that another team member be identified as contributing less (details to be provided in class).

Policy for Team Presentations:

All team members must participate in the presentations. Any student unable to do so because of illness or other circumstances beyond their control must contact me via email prior to the start of the class for which the presentation is scheduled. I may allow an alternative individual assignment when the absence is supported by document(s) on the reason for the inability to present. The other team members must make the entire presentation as scheduled.

Evaluation and Grading Scheme:

The course will have an equal weighted evaluation of individual-work and team-work as follows:

Individual earned grades:

Individual weekly quizzes/assignments	15%
Individual case report (take-home company report)	35%
Contribution to peer learning – professor assessment	5%
Team assessment of contribution to the team	5%

Team earned grades:

Team case reports	20%
Team presentations	20%
<hr/> Total	<hr/> 100%

Course Schedule:

Date	Topic/Agenda*	Deliverables
Week 1	Introduction to course & team formation	Class based team challenge
Week 2	Overview sust. in business (Intro). Pg 2-24 Air & climate (Ch 1). Pg. 26-47	Case: Solar geoengineering
Week 3	Water (Ch 2). Pg 48-69	Case: What is water worth?
Week 4	Agriculture & food (Ch 3). Pg 70-91 Forests, wildlife & biodiversity (Ch4). Pg 92-110	Case: Gotong Royong: Toward Sustainable Palm Oil
Week 5	Alt. Clean energy & fuels (Ch 5). Pg 111-134	Case: Solarcity Corporation
Week 6	Sustainability strategies (Ch 6). Pg 136-164	Case: Ecovative Design LLC
No class - Reading week		
Week 7	The role of consumers (Ch 7). Pg 165-188 Green marketing (Ch 13). Pg 323-342	Case: SC Johnson and the Greenlist Backlash
Week 8	The role of corporations (Ch 8). Pg 189-213	Case: Google Energy
Week 9	Role of govt. & NGOs (Ch 9). Pg 214-242 Cities & communities (Ch 12). Pg 292-321	Case: Volvo
Week 10	Transparent reporting, measurement & metrics (Ch 10). Pg 244-271	Case: Calvert Investments: ESG Sustainability
Week 11	Carbon markets (Ch 11). Pg 272-291	Case: Fiji Water: Carbon Negative?
Week 12	Class Revision and Wrap Up	
Individual (take home) final submission due		

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).

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, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. 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.

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, Accommodations, Etc.

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 Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*).

Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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. 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. 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: <http://carleton.ca/studentaffairs/academic-integrity>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

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:

- 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, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>

Satisfactory In-term Performance

1. The requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).
 2. Unsatisfactory In-term Performance in this course will lead to failure in this course (regardless of the performance at the Final exam or final project)
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