



BUSI 3119
Business and Environmental Sustainability
Winter 2014

PART I

Course instructor Ruth McKay,
Time/Location: Tuesday 2:35-5:25, University Centre 282
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Office Hours: Tuesday 12-1pm or by appointment
Office location Room 914 Dunton Tower

COURSE DESCRIPTION:

Examining the relationship between organizations and stakeholders in addressing sustainability of the natural environment. Examining pressures and challenges for organizations in becoming environmentally sustainable.

Prerequisites: Third year standing and **BUSI 3103** or **BIB 1701** (with a grade of C- or better) with a grade of C or higher. Lecture 3 hrs weekly

The Sprott School of Business enforces all prerequisites.

TEXTS:

Books:

1. Business and Sustainability by Michael Blowfield, Oxford University Press, ISBN 978-0-19-964298-4
2. Anderson, Ray (2011). Confessions of a Radical Industrialist: How Interface proved that you can build a successful business without destroying the planet, Random House Business Books; London.

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 of the natural environment from the organizational and stakeholder perspectives
- Gain introductory knowledge of a range of environmental topics to facilitate discussion on issues related to business and environmental sustainability
- Gain a greater awareness of stakeholder forces on businesses related to environmental sustainability
- Develop critical thinking skills to solve real life business problems related to business and environmental sustainability
- Develop an understanding of environmentally sustainable business practices through the use of case studies and current business examples

EVALUATION:

| | |
|---------------------------------|------|
| Group Case1 Presentation:..... | 25%* |
| Group Assignment 2 Hand-in..... | 25%* |
| Final Exam..... | 30% |
| Participation | 20% |
| TOTAL..... | 100% |

*** Assignments must be handed in at the beginning of class of the due date or at the specified time if being submitted by WebCT. The Professor accepts no responsibility for assignments handed in other than in the classroom directly to the professor or via WebCT depending on submission instructions. Late assignments will be penalized as follows: Within the first 24 hours 20% penalty, within 48 hours 40%, after which the assignment will not be accepted for grading.**

GROUP CASE PRESENTATION (25%)

Your group will be responsible for presenting a case analysis. The cases are scheduled in the course outline. Your presentation should be:

1. 30 minutes in length with all group members speaking
2. Explain what the company has done, why and short term and long term impacts
3. Identify the key stakeholders and their positions on the subject
4. Link the material in the text for that week and the course in general to the case
5. Provide a critical examination of what the company has done
6. Include PowerPoint slides and notes that will be posted for the class for preparation for the final exam
Please submit a copy of the slides and hand-in on the Sunday before your presentation by 6pm by email. I will check your slides and provide feedback before the presentation. You will be expected to integrate any suggestions I make before.

GROUP ASSIGNMENT HAND-IN (25%)

Your group will be responsible for a paper applying principles from the Anderson book to an organization today. The company your group selects must be approved in advance. Avoid companies discussed at length in class or in the text. The paper should be:

1. No more than 10 pages single spaced with appendices not included in page count
2. Draw for the Anderson approach to changing an organization and mindset
3. Clearly show evidence of understanding the book
4. Explain what the company has done, why it has done it, how it has done it, impact and feedback

PART II

EXAM and GRADES:

There will be a final exam. You must be present to write the final exam or present a doctor's note (or other valid explanation according to university protocol) to explain your absence IN ADVANCE OF THE EXAM unless absence is due to a documented emergency. The final exam will be held during the official exam time. The final exams will test students on all materials covered in class i.e. assigned readings, cases, all assigned additional readings, videos/DVDs etc. **NB: Students must do all assignments and the final exam in order to pass this course.**

Grading Concerns:

If a student has a concern about a grade given to a paper, assignment or exam of theirs (e.g. addition or a grade given relative to the material they have written in the paper) they are required to follow these procedures:

1. Write on the inside page of the paper, assignment or exam an explanation of your concern. Be sure to provide support for your concern. You are required to date and sign your signature (or if it is a group paper signatures of all students in the group) at the bottom of the explanation. Hand to professor.
2. The paper, assignment or exam will either be addressed by the professor (or sent to the TA for consideration if there is an assigned TA for the course).
3. The concern will be considered and a comment will be given back explaining the outcome.
4. The professor will return the paper, assignment or exam to the student in class.

It is possible a paper/exam will be fully regraded if a grading concern is submitted to the professor particularly if the concern(s) raised is/are frivolous, unsubstantiated or excessive. If the concern is more general (e.g. how can I improve my exam or paper grade in the future) then an appointment should be made with the professor (or TA if applicable) to discuss this issue further. If you have concerns/questions about course content, the syllabus, an assignment or material taught in the class these concerns are best handled through discussion with the professor to avoid misunderstandings.

NOTE: You are responsible for maintaining copies of all your assignments and midterm until you have received your final grade. You may be required to resubmit your assignment or exam in the event of a grade dispute or grade reevaluation.

Group work: You are responsible for forming your own groups. The groups will be subject to the approval of the professor. The professor may alter the group members in order to include all students in the class in a group. It is your responsibility to inform me via email with your student number included if you do not have a group at the time groups are formalized for the group assignments and/or participation activities.

Satisfactory In-term Performance

1. Unless otherwise stated below in item #2, the requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, exams etc.).
2. The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
 - a. Respectable behaviour in the classroom
 - b. Submitting all assignments, make presentation and writing both exams
 - c. Being a responsible group member in all group work doing your share of the group work
 - d. Acting responsibly in class
 - e. Obtaining at least 50% in all your submissions and class work
3. 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) and FND grade in this course (in case of missed Final exam or project).

BUSI 3119 Business and Sustainable Environment
Tentative Class Schedule

| Dates | Topic | | Readings/Assignment |
|--------------|---|---------|---|
| Class 1 | <ul style="list-style-type: none"> • What is sustainable • History of focus on the environment • Business and sustainability overview | Jan 7 | Text Chapter 1 |
| Class 2 | <ul style="list-style-type: none"> • Ray Andersen and Interface • Sustainability challenges confronting business | Jan 14 | Pick Groups Text Chapter 2 Interface book |
| Class 3 | <ul style="list-style-type: none"> • Business in a resource-constrained world • Case 1 - Marie: Perkin Elmer | Jan 21 | Text Chapter 3 |
| Class 4 | <ul style="list-style-type: none"> • Leadership, entrepreneurship and change • Case 2 – Kaitlyn: Scandinavian Airlines | Jan 28 | Text Chapter 4 |
| Class 5 | <ul style="list-style-type: none"> • Strategy and exclusion • Case 3 – Dominique: International Paper | Feb 4 | Text Chapter 5 |
| Class 6 | <ul style="list-style-type: none"> • Innovation, planning and design • Demon Coal CBC part 1 & 2 • Case 4 – Rana: Sustainability at Hewlett-Packard | Feb 11 | Text Chapter 6 Speaker: Ian Cullwick, Conference Board of Canada, leadership and governance in environmental sustainability |
| Class 7 | <ul style="list-style-type: none"> • Financing Sustainability | Feb 25 | Text Chapter 7 Debate power options Demon Coal CBC part 1 & 2 |
| Class 8 | <ul style="list-style-type: none"> • Cooperation, collaboration and partnership • Case 5: Joshua: Environmental Compliance at Suncor | Mar 4 | Text Chapter 8 Speaker: Philip Mansfield – Carleton University sustainability Initiative |
| Class 9 | <ul style="list-style-type: none"> • Governance • Case 6 – Mikayla: Fortis Inc. and the Chalillo Dam | Mar 11 | Text Chapter 10 |
| Class 10 | <ul style="list-style-type: none"> • Next-generation competencies • Case 7 – Heather: Selectpower - Green Energy in Ontario | Mar 18 | Text Chapter 9 |
| Class 11 | <ul style="list-style-type: none"> • Sustainable consumption and production • Case 8 – Philip: Broad Air conditioning and Environmental Protection | Mar 25 | Text Chapter 11 |
| Class 12 | <ul style="list-style-type: none"> • Looking to the future • Case 9 – TBA: Carroway Environmental systems | April 1 | Text Chapter 12 Nadine Gudz – Director, Sustainable Strategy, Interface FINAL PAPER DUE |
| Class 13 | Final Exam in Class | April 8 | |

IMPORTANT ADDITIONAL INFORMATION

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. 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.

Medical certificate Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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 | WDN = Withdrawn from the course | | |

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

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

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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

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 or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact 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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students: Student Academic Success Centre (SASC): www.carleton.ca/sasc
Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>
Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Additional Information:

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect

account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
