



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 3119 SUSTAINABILITY AND THE ROLE OF BUSINESS
FALL 2020
Revised – September 8, 2020**

Instructor: Ruth McKay
Office Hours: By appointment through email
E-Mail: ruth.mckay@carleton.ca
Course Time: Wednesday 2:35 – 5:25 pm
Course Design: Synchronous Zoom class

COURSE DESCRIPTION:

Course 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.

Prerequisites: Third year standing. **The Sprott School of Business enforces all prerequisites.**

TEXTS:

1. Nemetz, P. N. (2013). *Business and the sustainability challenge: An integrated perspective*. Routledge.
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.
https://www.amazon.ca/Confessions-Radical-Industrialist-Successful-Destroying/dp/1847940293/ref=sr_1_2?keywords=Anderson%2C+Ray+interface+book&qid=1564684436&s=gateway&sr=8-2

COURSE OBJECTIVES:

This course covers the basic principles of environmental sustainability in a dynamic and competitive business environment. It examines the effects of both the internal and external environment on managerial choices for the structuring of organizations. The course aims to:

- Study sustainability of the natural environment from the organizational and stakeholder perspectives
- Learn about a range of environmental topics to facilitate discussion about issues related to business and environmental sustainability
- Gain a greater awareness of stakeholder influences 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 business examples and experiential activities



- Examining the role of private versus public sector funding in addressing environmental issues and impacts

Class Design – synchronous

Class will be held on Zoom. It will be divided into two components:

1. **A lecture and assignment(s)**, based on the lecture material, loaded up to cuLearn. The basis for the lectures will be the two textbooks listed under texts for the course. The chapter progress through the books will depend on the depth of material covered each week in the lecture. The lecture will be recorded in audio version and uploaded to cuLearn. The assignment submission portals in cuLearn will only be available for the time allotted during the lecture. If you miss an assignment you can write the makeup assignment.
2. **Group work on two company projects** in group Zoom rooms. The instructor will visit each group every week. Each week there will be a submission due on cuLearn linked to the projects. Students are required to create their own Zoom account and provide the instructor with their group Zoom link. Group submissions each week will be due noon on Friday uploaded to cuLearn.

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

Student Grade Evaluation

Project 1.....	35%*
Project 2.....	40%*
Presentation.....	5%
In class Assignments/Participation	20%
TOTAL.....	100%

*** Projects must be handed in via cuLearn. Late assignments will be penalized as follows: Within: the first 24 hours 10% penalty, first 48 hours 20%, after which the assignment will not be graded. In class assignments will not be accepted late.**

Online Issues for Zoom Class

- **Instructor is not online at designated time**
 - Wait 10 to 15 minutes in case the internet issue is resolved
 - Check email for messages from instructor regarding what to do
 - Work in your groups on the project related work
- **Student is not able to get online at designated time**
 - Exit and try to get in again to the Zoom room, turn off video and audio
 - Try to access the Zoom room through phone access links
 - Email the professor/group about difficulty entering the class
 - Call a classmate and participate in group work through the phone (this means you need to exchange phone numbers within your group)

Assignments

There will be ten assignments (individual or group) and one makeup assignment. Students will be given a set amount of time in class to complete the assignment(s) and upload their answer to cuLearn. The assignments will be related to the course material presented at the start of the course. If you have

completed all ten assignments you can write the makeup assignment to replace one of your assignment grades or to earn a bonus mark for your assignment grade.

Group Project 1 and 2

The first company project will start in class 1 and be completed by class 6. The second class project will start in class 7 and be completed by the last class. If you miss participating in a project submission of 5% you can write a makeup project submission offered the last class. Students will be placed by the instructor in groups for the first and second project.

Tentative Schedule Project 1

Task	Class	Grade	Due Dates, Company Visits and Presentations
Snapshot overview	Week 1 – Sept 9th	5%	Assignment Submission due end of class cuLearn Project submission due Friday noon
TBL – Social TBL – Environmental TBL – Financial	Week 2 – Sept 16th	5%	SPEAKER COMPANY 1 Submission due Friday noon cuLearn
Webpage and Social Media Messaging	Week 3 – Sept 23rd	5%	Submission due Friday noon cuLearn
Creative ideas	Week 4 – Sept 30th	5%	SPEAKER COMPANY 1 Submission due Friday noon cuLearn
	Week 5 – Oct 7th		
Final paper plus slides for presenting groups due 30 min before class starts Half class presents project 1	Week 6 – Oct 14th	15%	COMPANY 1 – VISIT PRESENTATIONS – Groups 1 to 5 (5%)

Tentative Schedule Project 2

Task	Class	Grade	Due Dates, Company Visits and Presentations
Plastics and Plastics Packaging Shifting Habits Due to COVID-19	Week 7 – Oct 21st	5%	SPEAKER COMPANY 2 Submission due Friday noon cuLearn
Airless Packaging Line Product Opportunity	Week 8 – Nov 4th	5%	Submission due Friday noon cuLearn
Packaging Materials Evaluation	Week 9 – Nov 11th	5%	SPEAKER COMPANY 2 Submission due Friday noon cuLearn
SEO Strategy and Recommendations Strategic Social Media Marketing	Week 10 – Nov 18th	5%	Submission due Friday noon cuLearn
Creative ideas	Week 11 – Nov 25th	5%	Submission due Friday noon cuLearn
	Week 12 – Dec 2nd		

Final paper and slides for presenting group due 30 min. before class starts on cuLearn Half class presents project 2	Week 13 – Dec 9th	15%	COMPANY VISIT PRESENTATIONS - group 6 to 10 (5%)
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Revise and Resubmit on Group Projects: If a final group project paper requires a revision and resubmission the group will be informed as soon as possible and given revision instructions. The final group grade will reflect both the initial submission and the effort in completing the revision and resubmission in a timely manner. The reason for a revision and resubmission is to provide the best paper to the project company.

Grading

Your projects and assignments will be graded on criteria such as understanding of sustainability concepts, depth of research, depth of analysis, evidence of research related to subject, referencing and grammar, application of course and text material, paper flow, clear writing and comprehension of the assignment. If there are challenges within a group in project 1 or 2 grading may shift to individual grading rather than group grading.

Peer Evaluation

In an effort to promote fairness and discourage free-riders (a person who benefits from something without expending effort for it) you are **required** to submit a peer evaluation in which you evaluate the contributions to group work made by each of the other member(s) of your group. Group members who receive unsatisfactory peer evaluations from others in their group may have their grades on the group work lowered accordingly. To complete the peer evaluation give a score to each group member (including yourself) out of 100. For example, if you think everyone provided equal effort then put 100 beside each student's name in your group. If you think one person did more than everyone else then perhaps you give everyone 90 except the person who did more work to whom you give 100. If you think one person did very little and everyone else worked hard then maybe you give the one person who did little 60 and everyone else 100. You can also give everyone 100 and one group member 110 if you think they excelled in their contribution. Save your peer evaluation as a PDF and upload to cuLearn.

Grading Concerns

If a student has a concern about a grade given to a paper or assignment of theirs (e.g. addition or a grade given relative to the material they have written in the paper) and they would like the submission reviewed by the instructor they are required to follow this procedure:

1. Write an email explaining your concern. Be sure to provide adequate support for your concern.
2. The paper or assignment will either be addressed by the professor (or sent to the TA for consideration).
3. The concern will be considered and a comment will be given back explaining the outcome.
4. The professor will return the paper or assignment to the student by email.

It is possible a project will be fully regraded if a grading concern is submitted to the instructor particularly if the concern(s) raised is/are frivolous, unsubstantiated or excessive 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 over Zoom with the professor to avoid misunderstandings.

Participation

This course will require students to participate individually and in groups Your participation grade will be based on the quality and quantity of your contributions. It is therefore critical that you read any assigned material before class. Students are expected to be respectful and helpful to the instructor and other students within the class. Disrespectful behaviour (e.g. acting rude, being impolite, and/or offensive) will result in lost marks in your assignment/participation grade, even resulting in a negative assignment/participation grade.

BUSI 3119**Tentative Class Schedule for Lecture Content and Assignment linked to Lecture**

Classes	Topics	Date	Readings/PRESENTATIONS
Class 1	<ul style="list-style-type: none"> • What is Sustainable: Business and sustainability overview • Sustainability challenges confronting business 	Sept 9	<ul style="list-style-type: none"> • Book Introduction: Confessions of a Radical Industrialist (CRI) • Assignment 1: Company 1 Snapshot and additional questions
Class 2	<ul style="list-style-type: none"> • Chapter 1 Business and the Sustainability Challenge (BSC): introduction 	Sept 16	<ul style="list-style-type: none"> • CRI Chap 1-2 • Rachel Carson Silent Spring Chapters 1-3 • Assignment 2
Class 3	<ul style="list-style-type: none"> • Chapter 2 BSC: A Brief Historical...Pre- and Post-Agricultural Revolution 	Sept 23	<ul style="list-style-type: none"> • CRI Chap 3-4 • Assignment 3
Class 4	<ul style="list-style-type: none"> • Chapter 3 BSC: A Brief Historical... The Industrial Revolution 	Sept 30	<ul style="list-style-type: none"> • CRI Chap 5-6 • Assignment 4
Class 5	<ul style="list-style-type: none"> • Chapter 4 BSC: What are We Trying to Achieve? 	Oct 7	<ul style="list-style-type: none"> • CRI Chap 7-8 • Assignment 5
Class 6	<ul style="list-style-type: none"> • TBD 	Oct 14	
Class 7	<ul style="list-style-type: none"> • Chapter 5 BSC: An Overview of Environmental Economics 	Oct 21	<ul style="list-style-type: none"> • Assignment 6 • Chapter 8(and possibly 9 will be place on reserve) The Value of Everything by Mariana Muzzacato https://marianamazzucato.com/publications/books/value-of-everything/
Class 8	<ul style="list-style-type: none"> • Chapter 6 BSC: A Brief Outline of Ecological Economics 	Nov 4	<ul style="list-style-type: none"> • CRI Chap 9-10 • Assignment 7
Class 9	<ul style="list-style-type: none"> • Chapter 7 BSC: Cost Benefit Analysis 	Nov 11	<ul style="list-style-type: none"> • CRI Chap 11-12 • Assignment 8
Class 10	<ul style="list-style-type: none"> • Chapter 8: BSC: Place a Value on Human Life 	Nov 18	<ul style="list-style-type: none"> • CRI Chap 13-14 • Review <u>This Changes Everything</u> by Naomi Klein • Assignment 9
Class 11	<ul style="list-style-type: none"> • Chapter 9 BSC Risk Analysis and the Precautionary Principle 	Nov 25	<ul style="list-style-type: none"> • CRI Chap 15-16 • Assignment 10
Class 12	<ul style="list-style-type: none"> • Chapter 10 BSC Some Relevant Ecological Principles 	Dec 2	<ul style="list-style-type: none"> • Makeup Assignment 1
Class 13	TBD	Dec 9	<ul style="list-style-type: none"> • Makeup 5% project submission

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 etc.).
2. The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
 - a. Respectful behaviour in the classroom
 - b. Submitting all assignments and projects and making the required presentation
 - c. Being a responsible group member in all group work doing your share of the group work, staying in regular and timely communication with your group and attending class for work related to group activities
 - d. Acting responsibly in class
 - e. Obtaining at least 50% in all your submissions and class work
 - f. Participating in class discussions/work
3. Unsatisfactory in-term performance in this course will lead to failure in this course (regardless of the performance on the two projects) and FND grade in this course (in case of missed project).

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, 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.

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

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

Pregnancy 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

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. 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: <https://carleton.ca/registrar/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/>

** Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

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 hard 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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