



BUSI 5108D Sustainable Business Development

Fall-1 2020 Course Outline

Class Schedule:	Mondays 6:05 pm – 8:55 pm online
Professor:	Gary Martin, Ph.D.
Office:	Online on Zoom
Email:	garymartin@carleton.ca
Office Hours:	Thursdays 5:00 to 6:00 pm or by appointment – email request in advance

Course Calendar Description

An investigation of sustainable business strategies, examining corporate perspectives on environmental and social issues, and the implications on stakeholder management strategies. Students will apply concepts of sustainable business development in analyzing successful and flawed organizational strategies drawn from current business literature.

Course Description

The big questions for this course: How do we define sustainability?; and how can businesses create solutions to sustainability challenges?

Sustainable business development and sustainable development are inseparable. Using case studies and group work, this course will examine wide-ranging issues regarding businesses and sustainability. The course will examine corporate environmental and social challenges during a time of increased stakeholder engagement with these issues. Focusing on major economic sectors, students will apply concepts of sustainable business development through the analysis of sustainable and unsustainable organizational strategies drawn from current business literature.

Course Learning Objectives

1. To develop an appreciation of the global-to-local complexity, trade-offs and solutions for sustainable business development.
2. To challenge students to critically and creatively explore broad, dynamic issues of business and environmental sustainability that they will face, *and help to solve*, in their business careers.
3. To provide students with a tool kit to create and/or evaluate sustainability policies for any organization.

Grading Scheme

There is no final exam. Grading rubrics will be provided in the first class. The final course letter grade will be a weighted average of the following components:

Individually earned grades:	
Individual 3 page case reports (3 @ 10% each)	30%
Contribution to peer learning and class participation	30%
Group earned grades:	
Two 20-minute group presentations (2@20% each)	40%
Total	100%

*All final grades are subject to the Dean’s approval.

Required Reading Material

There is no textbook. Weekly readings will be assigned and accessed through the Carleton Library catalogue and articles online. The readings included in this course description should be considered basic reading. Students must go beyond the suggested readings to gain comprehensive understanding and full grades. I welcome and expect students to choose reading most pertinent to their own interests.



Course Schedule (Tentative – as of September 1 2020)

NOTE – adjustments for Labour Day (Sept 7th) and Thanksgiving (Aug 12th)

Week	Date	Topic/Agenda by Sector	Deliverables
1	Sep. 11 th re-scheduled from Labour Day	Introductions, background for course, group formation and basic terms and definitions, explanation of case reports and group presentations	Class based team challenge: work together to define key terms and issues. Intro to the case reports
2	Sep. 14 th	Agriculture	Case report on Agriculture & Forestry due at start of class No group presentation this class
3	Sep. 21 st	The Digital Economy	Case report and group presentation(s) on the Digital Economy
4	Sept 28 th	Natural Resources Extraction (Mining & Forestry)	Case report and group presentation(s) on Natural Resources Extraction
5	Oct. 5 th	The Service Sector & the Gig Economy	Case report and group presentation(s) on the Service Sector
6	Oct. 16 th re-scheduled from Thanksgiving	Housing & Real Estate	Case report and group presentation(s) on Housing & Real Estate Summary of course
	Oct. 22 nd		Final case report rewrites due

Submitting Assignments

Groups who are presenting must upload their Powerpoint slides or other presentation material to cuLearn by 5 pm before the class in which they are presenting. In case of technical difficulties, students can email me the deliverable directly at gary.martin@carleton.ca using their official Carleton email to ensure synchronized date and time stamp of receipt at my end.

Case Reports

There will be 5 case reports assignments. Case reports will consist of 3 page research reports on a specific firm within the sector featured each week. Students will choose a firm that has, successfully or not, engaged with a sustainability challenge. Students will critically evaluate the firm's efforts, drawing together lecture material, assigned readings and supplementary material as required. The final report will summarize major issues, draw together different opinions on the firm's efforts from various sources, and reflect critically on the success or lack of success of the firm's efforts. Case reports will resemble policy briefs, and students will be rewarded for critical thinking and creativity in how they approach the task.

Your case reports are due before 5 pm on class days. Case reports must be uploaded to cuLearn before class commences. Case reports will serve as preparation for class discussions and guest speakers each week.

Group Presentations

The Spratt School of Business encourages group assignments in the school to develop and enhance interpersonal, communication, leadership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. For group assignments Spratt has created the following resources:

<http://spratt.carleton.ca/wp-content/files/Group-Work-Resources.pdf>. See also <http://spratt.carleton.ca/students/undergraduate/bcom/group-work-resources/>

You will be required to work on presentations in groups of, ideally, 4 students. I will assign groups during the first class. Students will *self-govern* to ensure the quality of all deliverables, and independently resolve conflicts within the group.

Groups will focus on a major subset of the industry sector (e.g. Agriculture or The Digital Economy, etc). Using knowledge gained from lectures, individual case reports and readings and media scans, groups will work together to create approx. 20 minute presentations that detail sectoral challenges and potential solutions. As in the individual reports, groups will be rewarded for critical thinking and creativity in their presentations.

Groups who are presenting must upload their Powerpoint slides or other presentation material to cuLearn by 5 pm before the class in which they are presenting. In case of technical difficulties, students can email me the deliverable directly.

Peer Evaluation for Group Work

To deter free riding and ensure fairness in grading, you will be asked to assess the contribution of your fellow group members. This information will be used when assigning the final grade for the course. The procedure is as follows: Each student should divide 100 points between members of the group (including him or herself) to reflect the contributions made by each member. For instance, if there are four members in a group and everyone contributed equally, each individual would receive 25 points. Conversely, if an individual contributed relatively little, the remaining group members might allocate fewer points to that member.

Some suggested web resources for the course:

Corporate Knights - <https://www.corporateknights.com/>

Strategy+Business – <https://www.strategy-business.com/energy-and-sustainability>

The Economist - <https://www.economist.com/>

Green Biz – <http://www.greenbiz.com>

McKinsey Quarterly - <https://www.mckinseyquarterly.com/register.aspx>

Network for Business Sustainability - <https://www.nbs.net/>

Global Data - <https://www.globaldata.com/category/energy/>

Smart Prosperity - <https://institute.smartprosperity.ca/>

World Economic Forum <https://www.weforum.org/>

Dragons of Inaction <https://www.dragonsofinaction.com/>

(Canadian) Network for Business Sustainability <https://nbs.net/>

Government of Canada:

- Resources for business
<https://www.canada.ca/en/services/business/maintaingrowimprovebusiness/resources-for-canadian-businesses.html>
- Industry Canada <https://www.ic.gc.ca/eic/site/sd-dd.nsf/eng/home>
- Statistics Canada <https://www.statcan.gc.ca/eng/start>

Late Penalties

Late work is unprofessional and will be penalized. For any assignment that is late there is a 10% 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 self and peer learning.

IMPORTANT ADDITIONAL INFORMATION

Sharing of Course Material

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

Letter Grades:

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 F = Below 50

A = 85-89 B = 73-76 C = 63-66 D = 53-56

A - = 80-84 B - = 70-72 C - = 60-62 D - = 50-52

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/>

Academic Integrity and Plagiarism

I will conduct random electronic checks for plagiarism in BUSI5108.

Violations of academic integrity are a serious academic offence. Violations of academic integrity include 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; all of which 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.

The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another." Using, summarizing or copying directly from another person's work, without identifying the name of the original thinker, is considered a form of cheating called "plagiarism". Plagiarism has serious consequences and can result in course / assignment failure and /or academic suspension.

When using, and/or summarizing the ideas and words of another, be it from a web site, a written text, lecture or discussion group, you must identify the source. Should you choose to use the exact words of another, you must acknowledge these words as such by enclosing them within quotation marks. However, be aware that it is not acceptable to copy large chunks from a source, even if you reference it correctly.

Ensure that you cite every graph, table, report, quote, original idea or piece of information taken from somewhere else, to avoid plagiarism see <http://www1.carleton.ca/studentaffairs/academic-integrity/>

The photocopying of substantial portions of a textbook (e.g. more than 1 chapter or 15% of the total page count) without the publisher's permission is another misuse of intellectual property, and is also a violation of Canadian copyright law. Access Canada's web site provides guidelines on legitimate copying. You may also find helpful information at: <http://www.library.carleton.ca/campus-copying>

Drop Course Policy

The deadline for academic withdrawal is the last day of classes (each term).

Deferred Deadlines:

Students unable to meet a course deadline due to illness or other circumstances beyond their control must contact me in writing to request a deferred deadline. Permission may be granted when the circumstance is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferred deadlines will not be granted for students who have made travel arrangements that conflict with the course schedule.

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

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: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

Person with Disabilities

Students with disabilities requiring academic accommodations in this course are encouraged to contact a coordinator at the Paul Menton Centre for Students with Disabilities to complete the necessary letters of accommodation. After registering with the PMC, make an appointment to meet and discuss your needs with me at least two weeks prior to the first in-class test or ITV midterm exam. This is necessary in order to ensure sufficient time to make the necessary arrangements. Please refer to <http://www.carleton.ca/pmc/> for all PMC information.

Religious Observance

Students requesting academic accommodation on the basis of religious observance 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 academic 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.

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/>

Student Activities

Carleton University recognizes the substantial benefits, to both the individual student and the university, that result from participating in activities beyond the classroom experience. Reasonable accommodation will 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: <https://students.carleton.ca/course-outline/>

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.

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 is 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

Important Dates and Deadlines can be found at:
<http://sprott.carleton.co/students/mba/dates-deadlines/>