



**Carleton**  
University

**Sprett**  
School of Business

**BUSI 4901**  
**Business and Environmental Sustainability II**  
**FALL 2021**

**Instructors: Ruth McKay and Gary Martin**

**Class Time: Mondays 11:35-2:35**

**Office Hours: Friday 2-3**

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**Phone: 613-520-2600 ext. 613**

**Modality: Online synchronous**

**Required Materials/Equipment:** Strong internet connection and webcam

**Reading(s)/Textbook(s):** There will not be a designated text. Readings will be assigned in accordance with the speakers in the course and will be assigned one week before each class.

**Pre-requisites: 4<sup>th</sup> year standing**

**Course Description:** This seminar course is built around high-profile guest lectures, class discussions and group assignments evaluating the role of business in environmental problems. The course will pose challenging, “big picture” environmental sustainability questions and encourage critical and creative exchanges between guest speakers and students. The course will use speakers to delve into current conundrums of the role of business models to mitigate harm and adapt to change in our search for solutions to pressing environmental issues.

**Course Approach:** This seminar course is designed to be interactive engaging students, speakers and instructors in dialogue about the challenges and opportunities across industries as companies embrace and expand their environmental sustainability initiatives and innovations. The aim is to focus on practical business application of the circular economy.

**Learning Outcomes:**

1. Increase understanding of responsible business management concepts e.g. triple bottom line, sustainable corporate governance, sustainable development;
2. Enhance understanding of the current and pressing environmental challenges businesses and society face and possible solutions.
3. Increase understanding of roles and responsibilities for business leaders to define and address challenging environmental sustainability issues;
4. Network with business leaders to understand management processes and perspectives on environmental sustainability;

5. Develop broad knowledge of priorities and best practices in environmental sustainability for businesses

**Course Requirements & Methods of Evaluation (including due dates):**

Evaluation of this course will be based on student participation (e.g. directly engaging with speakers, the instructors and each other), assignments based on challenges posed by speakers, summaries of speaker comments/readings, and a final assignment. The instructors will act as facilitators. Students will be expected to take leadership in exchanging ideas with the speakers and instructors and contributing meaningfully to class discussions.

Participation/contributions (individual)	20%
Individual singled spaced summaries of speaker lecture	30%
First group assignment	20%
Second group assignment	30%
<b>TOTAL</b>	<b>100%</b>

**Course Schedule and Speakers:** The schedule and environmental challenges in the seminar are based on the results of a student survey of preferred topics and then the availability of speakers. The list of sectors below provides examples of possible subjects, but current events and the speakers secured will also impact the subjects selected. These subjects will all be approached from a business perspective.

<b>Tentative Schedule</b>			
<b>Class</b>	<b>Date</b>	<b>Subject</b>	<b>Speaker/Major Assignment Due Dates</b>
1	Sept 13th	Introduction	
2	Sept 20th	The Big Picture	Senator Rosa Galvez on climate change and Bill C12
3	Sept 27 <sup>th</sup>	Construction	<b>Intro to the Group Assignments</b> Panelists: Rodney Wilts, Partner, Theia Partners; Josh Kardish, VP of eQ Homes; Roy Nandram, President, RND Construction
4	Oct 4 <sup>th</sup>	Manufacturing & Chemicals	Gulipairi (Guly) Maimaiti - Operations Specialist, Global Plastic Action Partnership, World Economic Forum <a href="https://www.weforum.org/agenda/2021/06/innovators-indonesia-waste-informal-sector/">https://www.weforum.org/agenda/2021/06/innovators-indonesia-waste-informal-sector/</a>
	<b>Oct 11th</b>	<b>No Class. Thanksgiving</b>	
5	Oct 18 <sup>th</sup>	Agriculture	<b>Group Assignment 1 Due</b> Yves Leclerc – Director Global Agriculture Sustainability, North America, McCain Foods
	<b>Oct 25th</b>	<b>No Class. Reading Week</b>	
6	Nov 1 <sup>st</sup>	Finance & Banking	Patrick Doré - Sustainable Solutions Manager at Mackenzie Investments
7	Nov 8 <sup>th</sup>	Transportation & Supply Chains	Glenn McGillivray – Managing Director, Institute for Catastrophic Loss Reduction
8	Nov 15 <sup>th</sup>	Health	<ul style="list-style-type: none"> <li>Victoria Brzozowski – Waste Coordinator and lead author of HHS Sustainability Report, Hamilton Health Services</li> </ul>

			<ul style="list-style-type: none"> <li>Paul Connett – member of the Board Zero Waste Canada</li> </ul>
9	Nov 22 <sup>nd</sup>	Waste Management	<ul style="list-style-type: none"> <li>Lee Timmins - Manager of Technology, Landfills and Regulatory Affairs, Thomlinson Environmental</li> <li>Sophia Wu - Head of Geocycle North America at Geocycle – Lafarge/Holcim</li> </ul>
10	Nov 29 <sup>th</sup>	Natural Resources - Mining	<ul style="list-style-type: none"> <li>Ben Chalmers - Senior VP – Mining association of Canada</li> <li>Benjamin Little - Senior Vice President, Corporate Affairs, HSS &amp; People IAMgold</li> </ul>
11	Dec 6 <sup>th</sup>	Oil	Representatives of <a href="http://www.oilsandspathways.ca">www.oilsandspathways.ca</a>
12	Dec 13 <sup>th</sup>	Course Wrap up	<b>Group Assignment 2 Due</b>

### Individual Assignments: Summaries of Speaker Lecturer

For 10 of the 12 weeks students will be responsible for a 1 or 2 page individual assignment based on readings, the material presented in the class by the speaker(s) and the discussion in the class. This submission should include 1. Summary of the key ideas the speaker presented in their lecture. 2. Links to assigned reading for the lecturer. 3. Links to ideas from previous lectures. Format: 1 to 2 pages single spaced Times New Roman 12-point font. Place name and student number in header. Margins 2.54 cms. References included in page limit. Assignment for each week is due 6 pm the Saturday following the Monday class. Assignments must be handed in on time through BrightSpace. Late assignments will be penalized as follows: Within the first 24 hours 10% grade reduction, within 48 hours 30% grade reduction, after which the assignment will not be accepted for grading.

### First Short Group Assignment

Each group chooses a different organization/company within a sector and evaluates the company's sustainability policy. Your group must obtain permission from the instructors to ensure each group focuses on a different company and your company selection is suitable for the project. Your company selection will be part of your first deliverable. Your final submission (deliverable 2) should include:

1. A summary of what you found and how accessible this information is to the public; and
2. An evaluation of what the company is doing, and is that an authentic undertaking or is it "greenwashing"? Explain. Assignment length 5 pages plus appendices and illustrations. Assignment due by 10 am on due date.

### Second Group Assignment – Term Project

The objective of this assignment is to design your ideal sustainable home and neighborhood then figure out what it offers in terms of sustainability metrics and how to market it based on these metrics and sustainability goals. Use the content from the speakers on housing development to complete this assignment. Assignment due by 10 am on due date. Presentation of key points by groups in final class.

## Grading

The grading will be based on criteria such as (but not limited to) research, understanding of the assignment, applying course content, depth of analysis, creativity, professionalism, paper flow, referencing, grammar and effective group work for the group assignments.

## Preparation and Participation

Each week instructors will provide readings on the topic to be presented by the week's guest speaker. Students are expected to read preparation material prior to class. Online class attendance through Zoom is expected each week. Students cannot achieve full participation grades if they miss classes. Students can participate through the chat or speaking up when appropriate, and through the online class forum in Brightspace. Students will be asked to turn their webcam on to create a class presence when the speaker is first introduced, when they are asking questions and when the speaker is wrapping up. The lecture will be recorded in audio version and uploaded to Brightspace.

## 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
<b>CHECK (X) ONE PER ROW</b>				
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>			<b>X</b>	
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				<b>X</b>
<b>BC3 Critical Thinking</b> <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>				<b>X</b>

<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				X
<b>BI5 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally-minded.</i>			X	

### ADDITIONAL INFORMATION

#### Course Sharing Websites

Materials created for this course (including presentations and posted notes, case studies and assignments) 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. 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](https://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](https://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](mailto: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](https://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](https://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](https://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**

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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](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto: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](http://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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