



# Business Administration

Course Number:	<b>BUAD 346</b>
Course Title:	<b>ENVIRONMENTALLY SUSTAINABLE ENTERPRISE</b>
Credits:	3
Calendar Description:	Formerly BUAD 339 Operating a business in an environmentally sustainable manner is a consumer demand, and employee retention strategy and a financial imperative. This course will explore ways to minimize emissions, energy use, waste and environmental impacts, using marketing, accounting, human resource and management strategies. Students with credit for BUAD 339 Topic - Environmentally Sustainable Enterprise cannot take BUAD 346 for additional credit.
Semester and Year:	<b>Winter 2017</b>
Prerequisite(s):	A minimum of third year standing
Corequisite(s):	None
Prerequisite to:	None
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective for BBA degree
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 339 Selected Topic – Environmentally Sustainable Enterprise cannot take BUAD 346 for additional credit.
Originally Developed:	November, 2011
EDCO Approval:	

Chair's Approval:

**Professor**

Name	Phone	Office	Email
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### Learning Outcomes

Upon completion of this course students will be able to

- explain sustainability issues in a business context.
- assess business practices using the three pillars model of sustainability.
- evaluate business sustainability reporting using contemporary reporting methods.
- describe environmental economics and environmental valuation methods.
- explain how human resources management builds capacity for sustainable management.
- recommend sustainability initiatives throughout a firm's entire value chain.
- critique a firm's sustainability strategy.
- compare a firm's stakeholder engagement strategies to current sustainability guidelines.

### Course Objectives

This course will cover the following content:

***See the Course Schedule below***

**Evaluation Procedure**

<b>Team Component</b>	<b>35%</b>
Seminar Presentation	15%
Term Project	20%
<b>Individual Component</b>	<b>65%</b>
Preparation & Participation	15%
Midterm Exam*	25%
Final Exam*	25%
<b>Total</b>	<b>100%</b>

\*Students must earn half of all available exam marks to receive a passing grade in this course.

**Notes****Assignments**

(10%) Learning journals, worksheets and other deliverables will be completed on a weekly basis and will be assessed throughout the semester (within Preparation & Participation).

(20%) The Term Project will be completed in teams and will focus on a comprehensive evaluation of a firm's sustainability. Deliverables include a written report and a presentation.

(15%) Seminars will be presented in teams. Students will sign-up for one of the weekly topics, deliver a 30min seminar related to the weekly topic, and submit a seminar report.

**Peer Evaluations**

Peer evaluations are required for team assignments. These evaluations will be submitted together with the team's deliverables using the peer appraisal forms provided. Peer evaluations can greatly influence an individual's mark on a team deliverable.

**Preparation & Participation**

This course requires students to arrive prepared to contribute meaningfully to in-class discussions, debates, etc. This mark is based on the quality and consistency of a student's contribution to the class, and is inclusive of the in-class and online exercises.

**Submission Policy**

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date. Late submissions will receive a mark deduction penalty, as determined by the professor.

**Required Texts**

1. Molthan-Hill, P. (2014). *The business student's guide to sustainable management: principles and practice*. Sheffield, U.K.: Greenleaf Publishing
2. Sanders, N. R., & Wood, J. D. (2015). *Foundations of sustainable business: theory, function, and strategy*. Hoboken, NJ.

## Course Schedule

Date		Topic	Text	Deliverables
		Jan. 3 Classes begin for all academic programs Feb. 13 Family Day - No classes Feb. 14 to Feb. 17, Mid-semester break - No classes Apr. 10 Last day of regularly-scheduled classes Apr. 12 to Apr. 26 Final exam period* * Apr. 14 to Apr. 17 Easter - No exams	GSM = Student's Guide to Sustainable Management  FSB = Foundations of Sustainable Business	
Week	Date			
1	Jan 4	Introduction to issues of sustainability	GSM 3 FSB 1	
2	Jan 11	Integrating the three pillars of sustainability	GSM 4 FSB 2	
3	Jan 18	Sustainability reporting	GSM 5 FSB 5	
4	Jan 25	Environmental economics	GSM 6	Seminar 1
5	Feb 1	Human resource management for sustainability	GSM 7 FSB 3	Seminar 2
6	Feb 8	<b>Midterm Exam (covering Week 1-5 material)</b>		
Feb 13-17		Reading Break – no classes		
7	Feb 22	Sustainable operations & supply chain management	GSM 9-10 FSB 8-9	Seminar 3
8	Mar 1	Sustainable marketing	GSM 8 FSB 7	Seminar 4
9	Mar 8	Developing sustainability strategies in business	GSM 11 FSB 3	Seminar 5
10	Mar 15	Stakeholder engagement for sustainability	GSM 13 FSB 3	Seminar 6
11	Mar 22	Sustainability leadership and culture change	FSB 3	Seminar 7
12	Mar 29	Term project presentations		Term Projects Due • Report • Presentations
13	Apr 5	Final exam review		
Apr. 12-26		Final Exam Period		

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.