BUS/ENV 340: Global Sustainable Business

Course Syllabus
Spring 2020

Instructor: TBA
Credits: 3
Contact Hours: 45
Prerequisites: None
Class Hours: TBA
Course Fee: TBA

Course Description
The role of sustainability in business has evolved over the past few decades from a fringe issue to one of central concern. The goal of this course is to explore both the business challenges and opportunities inherent in sustainability. The course has a global dimension as students examine complex environmental, social and economic factors that affect sustainability in business. Through case studies and direct engagement with local businesses, students learn the knowledge and skills required to launch a business that utilizes green strategies. In addition to researching business management tools and best practices, students develop business plans for launching an enterprise that prioritizes sustainability.

Learning Outcomes
By the end of the course, students will be able to:
1) Explain how the business focus on sustainability has evolved and describe current challenges and opportunities faced by businesses committed to supporting sustainability efforts both locally and globally;
2) Articulate the principles and values that support global sustainable business;
3) Describe specific strategies and practices that businesses can employ to promote sustainability;
4) Utilize business and marketing tools in developing a sustainable business plan.

Readings
The course’s textbook is Helen Kopnina and John Blewitt’s Sustainable Business: Key Issues. Students will also need to access Sustainable Business/the business plan through WikiBooks. All other readings are in the course reader.
Assessment
Midterm Exam  15%
Final Exam    20%
Final Project 20%
Written Homework Assignments 15%
Journal       15%
Participation 15%

Grading
Letter grades for student work are based on the following percentage scale:

<table>
<thead>
<tr>
<th>Letter Grade Range</th>
<th>Numerical Score Equivalent</th>
<th>Student Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% - 100%</td>
<td>Exceptional</td>
</tr>
<tr>
<td>A-</td>
<td>90% - 92%</td>
<td>Excellent</td>
</tr>
<tr>
<td>B+</td>
<td>87% - 89%</td>
<td>Superior</td>
</tr>
<tr>
<td>B</td>
<td>83% - 86%</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>80% - 82%</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77% - 79%</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>C</td>
<td>73% - 76%</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>70% - 72%</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67% - 69%</td>
<td>Low Pass</td>
</tr>
<tr>
<td>D</td>
<td>63% - 66%</td>
<td></td>
</tr>
<tr>
<td>D-</td>
<td>60% - 62%</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>59% or less</td>
<td>Fail (no credit)</td>
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</tbody>
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Course Requirements
Grades are based on the midterm and final exams, a final project, written homework assignments, a class journal, and participation.

Midterm Exam (15%)—The midterm exam will include short answer questions aimed at testing your knowledge of key terms and concepts studied during the first half of the semester.

Final Exam (20%)—The final exam will include short answer and short essay questions aimed at testing your knowledge of key terms and concepts studied during the second half of the semester. It will also assess your ability to apply topics covered throughout the semester to real-world and hypothetical scenarios.

Final Project (20%)—For their final projects, students will create a sustainable business plan incorporating the concepts we have studied throughout the semester. Part of the grade for this final project will include a presentation at the end of the semester.

Written Homework Assignments (15%)—Written homework will be assigned throughout the semester. This will include short answer questions in response to assigned readings. The goal of these assignments is to prepare students for class discussion so they must be completed on time. Late assignments will not be accepted.

Journal (15%)—Throughout the semester, students will keep a journal in which they will reflect on readings and various co-curricular activities. In some cases, specific prompts will be assigned to generate journal entries. In other cases, students will be invited to write freely about their experiences. Journals will be collected at the mid-point and end of the semester for evaluation.
Participation (15%)—
For a spirited discussion, students’ active attention and participation are required. Your class participation grade is based on four points:

1. Being on time for class and behaving in a respectful way towards the professor, your fellow classmates, and any visitors;
2. Working collaboratively in pairs/group and being supportive of your classmates;
3. Demonstrating interest in the course and the topics we study;
4. Actively sharing your perspective on assigned readings and raising questions about parts that you didn’t fully understand.

Attendance Policy
Class attendance and participation in all course activities is mandatory. Because this is a one-credit course with limited class meetings, students are allowed one “free” absence, which do not need to be justified. It is the students’ responsibility to save this absence in case of real necessity (sickness or any other unforeseen circumstances that may prevent students from being in class or attending a required activity). Each additional absence, unless for a very serious reason, will lower the students’ grade by one grade level (i.e., a final grade of a B+ would be lowered to a B).

If students miss class or a required class activity, they are responsible for obtaining notes from other students and/or for meeting the professor during office hours. It is also the policy of the Institute that any student who has eight or more absences automatically fails the class. Except in the case of medical emergencies, absences are not accepted when tests are scheduled; tests cannot be made up. Furthermore, scheduled times and dates indicated for exams, quizzes, oral presentations, and any other graded assignments cannot be changed for any reason. Even if more sections of the same class are activated, students may only take exams during the scheduled times and dates for the section they are enrolled in. Presence during mandatory course activities is especially important for student performance in class. Missing a required activity, unless for a very serious reason that is communicated to the professor and the Academic Director in a timely manner, will lower students’ final grade by one grade level (i.e., a final grade of a B+ would be lowered to a B).

Academic Integrity
All forms of cheating (i.e., copying during exam either from a fellow student or making unauthorized use of notes) and plagiarism (i.e., presenting the ideas or words of another person for academic evaluation without acknowledging the source) will be handled according to the Institute Academic Policy, which can be found in the Umbra Institute Academic Policies and Conduct Guidelines.

Classroom Policy
Please refrain from computers, cell phones, and other electronic devices during class time or during course activities. Active class participation is part of students’ final grades. Students are expected to follow the policy of the Institute and demonstrate the appropriate respect for the historical premises that the school occupies.
Schedule of Topics, Readings, and Assignments

Week 1—Introduction: What is Sustainable International Business?
Tuesday class:

Thursday class: Case Study

Week 2—Business, Sustainability, and Ethics
Tuesday class:

Thursday class: Case Study

Week 3—Key Challenges for Global Sustainable Business: Environmental Challenges
Tuesday class:

Thursday class: Case Study

Week 4—Key Challenges for Global Sustainable Business: Social and Economic Challenges
Tuesday class:

Thursday class: Case Study

Week 5—Key Challenges for Global Sustainable Business: Making Sustainability a Reality
Tuesday class:

Thursday class: Case Study

**Week 6—Globalization and Business**
Tuesday class:

Thursday class: Case Study

**Week 7—Strategic Changes for Sustainability**
Tuesday class: **Midterm Exam**

Thursday class: Case Study


**Week 8—Greening Business: Human Resources and the Green Economy**
Tuesday class:

Thursday class: Case Study

**Week 9—Strategies for Creating a Sustainable Business**
Tuesday class:
Beginning to plan for final project: What is a business plan?
*Sustainable Business/the business plan*

**Thursday class:** Case Study

**Week 10—New Ways of Thinking to Create a Sustainable Business**
**Tuesday class:**

**Thursday class:** Case Study

**Week 11—The Cradle to Cradle Model (C2C)**
**Tuesday class:**

**Thursday class:** Focus on Final Project
Review assigned chapters from *Sustainable Business/the business plan*

**Week 12—Building a Circular Economy**
**Tuesday class:**

**Thursday class:** Focus on Final Project
Review draft business plans

**Week 13—Presenting Global Sustainable Business Plans**
**Tuesday and Thursday classes:**
Final projects due on Tuesday.
Student presentations of Global Sustainable Business Plans on Tuesday and Thursday

**Week 14—Final Exam and Special Activities**

The Final Exam and Special Academic Events Calendar will be provided later in the semester.
Additional Relevant Works


