Fall 9-1-2018

BGEN 160S.01: Issues in Sustainability

Lisa M. Swallow

University of Montana - Missoula, lisa.swallow@mso.umt.edu

---

Recommended Citation
https://scholarworks.umt.edu/syllabi/8408

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.
Issues in Sustainability
CCS160S/BGEN160S
FALL 2018
Missoula College of the University of Montana

Credit Hours: 3
Prerequisites: None
Professor: Lisa Swallow
Office Phone: 243-7810
Office Hours: MW 12-1 or by appointment – #408 River Campus
Email: lisa.swallow@umontana.edu

COURSE DESCRIPTION:
This literature-intensive course is intended to expose the student to a variety of essays addressing the balance of economic development with the principles of triple bottom line. The student is offered an introduction to sustainability concepts, natural systems/cycles and environmental economics. Natural capitalism and triple bottom line maximization is explored, along with the role of corporations and small businesses in sustainable development. A survey of issues surrounding corporate social responsibility, sustainability reporting and sustainability-driven innovation will be conducted.

STUDENT PERFORMANCE OUTCOMES
- Define sustainability; identify facets of conventional vs. natural capitalism
- Delineate natural cycles and ecosystem services and discuss human impact on environment
- Using metrics to determine sustainability including IPAT, Carbon Footprint, Ecological Footprint
- Identify characteristics of sustainable corporations and critically examine alignment of sustainability and economic development objectives; examine biomimicry as an innovative method of adapting nature’s best ideas for human use
- Outline principles of triple bottom line [3E] and the Natural Step framework
- Identify objectives and key indicators of corporate social responsibility
- Discuss socially responsible investing
- Identify trends shaping global markets; discuss product/process design considerations in a sustainable environment
- Articulate how the trend towards business sustainability is impacting markets, management and product innovation
- Identify key issues surrounding climate change and discuss adaptation vs. abatement policies
- Critically analyze sustainability as a social vision and enumerate/discuss facets of a sustainable lifestyle

COURSE MATERIALS
- Readings are either posted in .pdf file format in Moodle or can be accessed online. The web addresses are on Moodle, in each unit’s “Readings & Outcomes” files.
  - Online access – I will post supplemental articles, announcements and grades to Moodle.
USE OF PERSONAL ELECTRONIC DEVICES
Cell phones or other electronic devices are great communication tools; however, while you are in class, put them aside. These are my guidelines:

- Your phone should be turned off or on vibrate. If you are expecting an important call/message, keep it on your desk. If a call/text comes in, take your phone and quietly leave the room to take care of your call/text. Return when finished.
- There will be no use of cell/smart phones or other tablets during the midterm or final exam.

If you have a hard time complying with this, I will have to ask you to leave the class.

ACADEMIC HONESTY: Missoula College relies upon and cherishes a community of trust. I firmly endorse, uphold, and embrace the University’s Student Conduct Code. Even one misconduct infraction can destroy an exemplary reputation that has taken years for the University to build. Acting in a manner consistent with the University’s policies will benefit every member of the community, not only while you attend the University, but also in your future business endeavors. All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the professor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. Click here to review the Student Conduct Code.

STUDENTS WITH DISABILITIES: Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For the DSS site and information about other options, please click here. You must provide a letter from your DSS coordinator as outlined on their website so we can discuss and provide for these accommodations throughout the course, including exams.

GRADING SCALE
Plus/minus grades will not be given in this course. The total points earned will be divided by the total points available to arrive at the percentage of points earned. Letter grades will be allocated as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100%</td>
<td>A</td>
</tr>
<tr>
<td>80 - 89%</td>
<td>B</td>
</tr>
<tr>
<td>70 - 79%</td>
<td>C</td>
</tr>
<tr>
<td>60 - 69%</td>
<td>D</td>
</tr>
<tr>
<td>59%-%</td>
<td>F</td>
</tr>
</tbody>
</table>

GRADING MATRIX
Grades will be based on your class participation and papers as follows (please note – this may be subject to slight changes):

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>In class activities/papers/written assignments</td>
<td>130</td>
</tr>
<tr>
<td>Unit Quizzes</td>
<td>55</td>
</tr>
<tr>
<td>Company Sustainability Paper Outline</td>
<td>10</td>
</tr>
<tr>
<td>Company Sustainability Paper</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>285</td>
</tr>
</tbody>
</table>

PAPERS
All papers should be double-spaced and in 11 point or larger font. You should include full citation for any works including books, magazine articles, web sites and interviews that you use in preparing your papers including those that have been assigned in class (i.e. you need to include cites for all references you used to
draw your conclusions even if they aren’t directly quoted). You are encouraged (and sometimes required) to include references that were not assigned. No late papers will be accepted.

The University of Montana Writing Center offers students in all disciplines free support as they write for any course. Welcoming all students, The Writing Center provides a comfortable environment where students can engage in supportive conversations about their writing and receive feedback at any point during a writing process. To make an appointment and learn more about The Writing Center’s by-appointment and drop-in hours, visit www.umt.edu/writingcenter or call 243-2266.

COURSE READING AND PARTICIPATION
Readings should be read by the day listed in the schedule if possible and no later than the end of the week assigned (i.e. Saturday). You will be expected to discuss the readings in class on a regular basis. I will provide some leading questions to begin discussions. Your comments should be based on knowledge gained from the assigned readings and other outside sources you feel are relevant. In addition to expounding on your own thoughts, you should respond to other students – these may contain questions, alternative points of view or related comments. They should not just be brief affirmations such as “I agree” or “Good point.” If you agree or think something is a good point, expound on why you believe that.

CLASS PARTICIPATION
You will be expected to attend class on a regular basis and come prepared to discuss the assigned readings and other outside sources if you like. I will be keeping track of your participation and assigning participation grades for each of the seven units throughout the term.

TOPICAL OUTLINE

Unit 1 – What is Environmentally Neutral or Sustainable Development?
Definition of sustainability; natural cycles; economic systems and ecosystem services; natural capitalism; The Natural Step framework

Unit 2 – Ecological Footprint & Other Metrics
Ecological Footprint analysis at different scales [individual, corporation, region, nation, world]; identify and determine carbon footprint and process of calculating greenhouse gas inventory; business impact on carrying capacity, GDP vs. GPI

Unit 3 – Introduction to Sustainable Business and Innovation
Triple bottom line; biomimicry; sustainability-driven innovation

Unit 4 – Corporate Social Responsibility [CSR]: Stakeholders, Value and Reporting
Defining CSR; Social responsibility reporting and investing, global and market reporting indices

Unit 5 – Markets & Products in a Sustainable Paradigm
Green market segmentation; green consumers; sustainable product attributes; sustainable product design models

Unit 6 – Climate Change
What is climate change, alternative policies to address climate change, climate change risks/opportunities as pertains to business

Unit 7 – Sustainability as a Social Vision and Lifestyle
Envisioning change; the new economy and lifestyle impact