



SUSTAINABILITY & BUSINESS BUAD 104 WA

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Course Description:

Sustainability and Business introduces the student to the triple bottom line concept highlighting the Three P's (people, planet, and profit) and how it interfaces with traditional business concepts. Sustainable business is "the private sector trend managing business success in terms of social, economic, and environmental performance". Throughout the course, students will be exposed to the basic theories and concepts of traditional business, but guided to view each through the lens of sustainable business practices.

Course Objectives & Expected Outcomes:

Students who master the course will be able to do the following:

1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.



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9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

These objectives will be accomplished using many online resources and other applicable teaching aids.

Textbook Materials:

Sanders, N. R., & Wood, J. D. (2019). *Foundations of Sustainable Business: Theory, function, and strategy*. John Wiley & Sons Incorporated. ISBN: 978-1-119-57755-3

Readings: The cases and any additional readings are posted to the course Canvas site.

Grading Scale:

930 & above = A	900 to 920 = A-	870 to 890= B+	830 to 870= B
800 to 820 = B-	770 to 790= C+	730 to 760= C	700 to 720= C-
670 to 700 = D+	630 to 660= D	600 to 620= D-	590 & below = F

Grading Components:

Points

	Assignments	Points
1.	Discussions (10)	100
2.	Case Studies (5)	500
3.	Chapter Review Quizzes (9)	90
4.	Corporate Sustainability Report Draft	10
5.	Corporate Sustainability Report Final	200
6.	Final Exam	100
	Total	1000



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Tentative Course Schedule

Dates	Topic	Notes and Assignments Due
Week 1	Introductions	Discussion Board #1
Week 2	Chapter 1. Introduction to Sustainable Business.	Discussion Board #2 <i>The Triple Bottom Line</i>
Week 3	Chapter 2. Perspectives, Part 1	Discussion Board #3 <i>Corporate Responsibility</i>
Week 4	Chapter 2. Perspectives, Part 2	Case #1, <i>Great Pacific Garbage Patch</i> , Quiz
Week 5	Chapter 3. Leadership, Change Management, and Corporate Governance	Case #2 <i>Frog's Leap Winery</i> , Discussion Board #4, <i>Freeman vs Friedman</i> , Quiz
Week 6	Chapter 4. Legal Framework for Sustainability	Discussion Board #5 <i>Wide Open Spaces</i> Case #3 <i>United Nations</i> , Quiz
Week 7	Chapter 5. Metrics, Tools and Reporting: The Role of Finance and Accounting	Discussion Board #6 <i>Your Own Carbon Footprint</i> , Quiz
Week 8	Chapter 6. Risk Management	Discussion Board #7 <i>Managing Risk</i> , Quiz
Week 9	Chapter 7. Marketing, part 1	Discussion Board #8 <i>Have You Been Greenwashed?</i> ,



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		Quiz
Week 10	Chapter 7. Marketing, part 2	Discussion Board #9 <i>Our Own Role</i> , Quiz
Week 11	Chapter 8. Supply Chain Management	Case #4 <i>Herman Miller</i> , Quiz
Week 12	Chapter 9. Operations Management	Case #5 <i>Eileen Fisher</i> , Quiz
Week 13		Profile Report
Week 14		Profile Report Due
Week 15	Course Wrap Up	Discussion Board # 10
Week 16		Final Exam

Assignments:

1. Discussion Board

You will be asked to reflect and respond to Discussion Board questions and post your responses. Your responses should be clear, accurate and complete sentences. When offering an opinion, please support it with specific references and evidence, when possible.

Evidence is supporting information from course readings, an outside resource, research (book, website,) or specific real-life application from your work experience or prior coursework.

Discussion assignments require that you post your contribution first, read the answers posted by your classmates, and give at minimum 2 responses to other postings within the group, unless otherwise directed.

2. Case Studies

There are five (5) required cases. Your responses to the questions posed at the end of each case should be concise but thoughtful, based on the facts provided in the case itself and your textbook, as well as any outside resources (which also must be properly documented).

3. Corporate Sustainability Report



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You will conduct a sustainability evaluation of a business in your area, and visit the business to observe sustainability practices used by the firm. Additionally, you should plan to talk with the owner or manager of the company to gain further information on the current and future actions as they relate to sustainability. You will receive a Green Checklist that can be used as a guideline.

Your final paper will research to answer the following questions:

1. What do you think is the most critical problem the business faces? Why?
2. What are the economic, political, social, and cultural factors contributing to the problem?
3. Identify the components of a problem they are experiencing.
4. Who are the stakeholders and how are they involved?
5. What is the solution? How can business ethics and corporate social responsibility contribute to that solution?

Put this work in *a minimum of 5 pages*. Your paper will also have a bibliography with no less than 5 works cited. You will use a 12 font and double spaced format.

4. Final Exam - Comprehensive, multiple choice

Use of Wikipedia:

The Business Department at MBU does not recognize the website Wikipedia as a valid source for paper/project citations. While you may use this site to gain preliminary definitional information, it is not considered reliable, and may not be quoted or paraphrased in any written material.

Writing Style:

All writing assignments must follow APA writing guidelines. For help refer to: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

Honor Code:

Students must abide by the MBU Honor System for all coursework.