



PERSPECTIVES ON SUSTAINABILITY
BUAD 104L WA
Summer 2020

Cathy Ferris McPherson, Associate Professor
Mary Baldwin University
2810 N. Parham Rd. Suite 303
Richmond, VA 23238
cfmcphe@marybaldwin.edu

Course Description:

BUAD 104, *Perspectives on Sustainability: Clean and Green*, introduces Business and non-Business majors alike to the concept of “The Triple Bottom Line” and what is required for businesses to be successful beyond the evaluator of profits alone. By studying both theory and application, students learn the concepts of business sustainability, a theme that undergirds all courses in the Business major, and examine sustainable practices of many successful businesses.

Texts, readings, and case studies introduce students to what constitutes sustainable practices for businesses and organizations. Students learn about the triple bottom line concept that guides businesses to look at all they do from the perspective of economic, societal, and environmental (or profit, people, and planet) considerations. Sustainably-focused businesses engage in practices that ensure satisfactory financial return for the organization that also are beneficial to society, and that inflict no harm on the environment (often driving businesses to significantly reduce their carbon footprints).

Course Objectives:

- Learn the principles of business sustainability.
- Examine how these principles relate to the core components of this major: management, marketing, organizational structure, and finance.
- Become familiar with economic, political, social, and cultural factors that companies must understand and embrace in order to compete successfully in a global market.
- Develop an understanding of and appreciation for business ethics and corporate social responsibility.
- Define environmental and social responsibility in a business context.
- Demonstrate the ability to think critically about business dilemmas by identifying components of a problem and the stakeholders involved, gathering and processing information, and then formulating a well-reasoned solution.



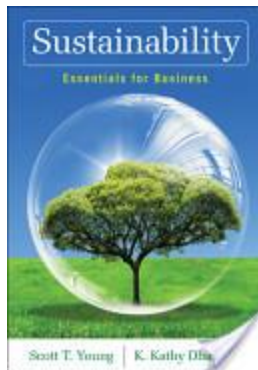
PERSPECTIVES ON SUSTAINABILITY
BUAD 104L WA
Summer 2020

Cathy Ferris McPherson, Associate Professor
Mary Baldwin University
2810 N. Parham Rd. Suite 303
Richmond, VA 23238
cfmcphe@marybaldwin.edu

This course meets the common curriculum's "themes" learning outcome (LO1b). Its central theme of enduring importance is business sustainability, explained above. Students study this theme from the perspective of the economic results businesses need in order to remain viable. They examine how practices in which businesses engage directly and indirectly affect society (employees, customers, shareholders, and communities—all stakeholders). And they consider the impact such practices have on the environment at local, regional, national, and global levels.

Resource Materials:

Text: Young, S. & Dhanda, K. (2013). *Sustainability: Essentials for Business Sustainability*: Sage Publications. ISBN #978-1-4129-8284-9



Readings: The readings and cases are posted to the Blackboard course site.

Plagiarism:	http://www.web-miner.com/plagiarism#students
Style:	http://owl.english.purdue.edu/owl/resource/557/01/ Please follow the section on General Academic Writing (APA, 6 th)



PERSPECTIVES ON SUSTAINABILITY
BUAD 104L WA
Summer 2020

Cathy Ferris McPherson, Associate Professor
 Mary Baldwin University
 2810 N. Parham Rd. Suite 303
 Richmond, VA 23238
 cfmcphe@marybaldwin.edu

	edition).
Other Materials:	All other materials needed for this class will be available freely from the web, the Grafton online Library, or distributed to students through Blackboard.

Evaluation Standards:	Value
Discussion board participation: There are a total of 10 discussion board topics. The eight highest grades for your Discussion Board posts will be averaged for 40% of your final grade. All discussion board participation must be made in the week in which the posting is due. Retroactive postings will be graded as late submissions. Students are expected to discuss issues respectfully and to honor differing points of view.	40%
Written Assignments – 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.	25%
Written Assignments – Sustainability Profile Report. There is a brief research paper required that profiles a business with which you are personally familiar, with regard to their efforts in the area of sustainable business practices. In addition to your own personal observations, it may incorporate outside research.	20%
Exam: There will be a comprehensive final exam in the class. The exam will be open book and consist of 10 essay-style questions.	15%

Notes:

- a) Discussion board postings or written assignments **submitted after the due date will be graded as a late with points deducted.** I will, however, accept written assignments **prior to the due date** if you wish to work ahead in order to avoid upcoming potential work or family conflicts that might keep you from submitting your assignments on time.
- b) Plagiarism: Any student who plagiarizes another person’s work will automatically receive a “0” for the assignment, and may be subject to further discipline pursuant to the Mary Baldwin honor code, as indicated below.



PERSPECTIVES ON SUSTAINABILITY
BUAD 104L WA
Summer 2020

Cathy Ferris McPherson, Associate Professor
 Mary Baldwin University
 2810 N. Parham Rd. Suite 303
 Richmond, VA 23238
 cfmcphe@marybaldwin.edu

Grades:

Each assignment will be evaluated for its completeness, and for the depth of the analysis and reasoning. Grading will depend on the level of conceptual understanding of the issues the student demonstrates in his or her writing as well as in the organization, structure and quality of writing in each submission. Scoring will be on the following basis:

A: 93-100 A-: 90-92 B+: 87-89 B: 83-86 B-: 80-82
 C+: 77-79 C: 73-76 C-: 70-72 D+: 67-69 D: 60-66 F: Below 60

Course Sequence		
Due Dates	Reading(s) due by class	Papers and Discussions
June 1	Introductions	BB Discussion Topic #1: Student Introductions
June 8	Module 1- What is Sustainability?	Text: Introduction BB Discussion Board Topic #2 – The Triple Bottom Line
June 15	Module 2 –Air and Climate Issues	Text: Chapter 1 BB Discussion Board Topic #3 – The Air Quality Index and You
	Module 3 – Water Issues	Text: Chapter 2 Case #1 – Salton Sea
June 22	Module 4 – Sustainable Agriculture and Food	Text: Chapter 3 BB Discussion Topic #4 – Back to Nature :GMOs and Organics
June 29	Module 5 – Forest, Wildlife, and Biodiversity	Text: Chapter 4 BB Discussion Topic #5 – Wilderness Protection
	Module 6- Alternative Clean Energy and Fuels	Text: Chapter 5 Case # 2 – Frog’s Leap
July 6	Module 7 – Sustainable Strategies and Frameworks	Text: Chapter 6 BB Discussion Topic #6 - Biodiversity
July 13	Module 8 – Role of the Consumer	Text: Chapter 7 BB Discussion Topic #7 – “Cleaner for the Environment”
	Module 9 – Role of the Corporation	Text: Chapter 8 Case #3 – The Diaper Debate
July 20	Module 10 – Role of Governments and Nongovernmental Organizations	Text: Chapters 9 BB Discussion Topic #8 – Friedman vs Freeman
July 27	Module 11 – Transparency	Text: Chapters 10 Case #4 –United Nations



PERSPECTIVES ON SUSTAINABILITY
BUAD 104L WA
Summer 2020

Cathy Ferris McPherson, Associate Professor
Mary Baldwin University
2810 N. Parham Rd. Suite 303
Richmond, VA 23238
cfmcphe@marybaldwin.edu

August 3	Module 12 – Carbon Markets	Text: Chapter 11
		BB Discussion Topic #9 – Carbon Footprint
	Module 13 – Designing Sustainable Cities and Communities	Text: Chapter 12
		Profile Report – Sustainability Evaluation of a Business
August 10	Module 14 – Green Marketing	Text: Chapter 13
		BB Discussion Topic # 10 – Green Marketing Case #5 – Herman Miller
August 14		Final Exam due