

COURSE SYLLABUS



COURSE TITLE: BUS 261: Business and Sustainability

CLASS SECTION: 001

TERM: Winter 2023

COURSE CREDITS: 3 Credits

DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Carl Everitt

EMAIL: everittc@camosun.ca

OFFICE: CBA 200

HOURS: Tuesdays 2:00 pm to 3:00 pm

As your course instructor, I endeavor to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Business managers are faced with many social, ecological, and economic pressures and, in many instances, traditional approaches to business are being challenged. Students will explore current issues in sustainability and how these impact business, both in development and long-term operating practices. This course introduces students to strategies for improved sustainability in a number of business sectors.

PREREQUISITE(S): One of: C in BUS 150 A bachelor's degree from a recognized post-secondary institution - Must be completed prior to taking this course.

CO-REQUISITE(S): None

EXCLUSION(S): None

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Describe the interdependence of environmental, socio-cultural, and economic systems in the operation of a successful business.
2. Examine the current health of the world's economic, social and environmental systems and, where negative impacts are identified, consider potential measures to redress them.
3. Describe the short-term and long-term benefits of a sustainability plan with respect to stakeholder relationships, community goodwill, and business success.
4. Explain the impact of individual business decisions on the sustainability of the local, national, and global community.
5. Assess the sustainability commitment of a business and recommend options for improvement.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Assigned weekly readings can be found on the course D2L site.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Online Class Dates	Modules and Topics	Required Reading	Assignment/ Quiz
Tuesday, Jan, 10th	Module1: What is Sustainability Course Introduction Class and Team Charters	What is Sustainability? State of the Future19.0	
Thursday, Jan, 12th	Module1: What is Sustainability Course Introduction Class and Team Charters	What is Sustainability? State of the Future19.0	
Tuesday, Jan, 17th	Module 2: Differing Approaches to Sustainability Systems Thinking Sustainability Evolution or Revolution The Natural Step	The Natural Step Evolution or Revolution	
Thursday, Jan 19th	Module 2: Differing Approaches to Sustainability Systems Thinking Sustainability Evolution or Revolution The Natural Step	The Natural Step Evolution or Revolution	
Tuesday, Jan, 24th	Module 3: Business & the Case for Sustainability Porter, Friedman & Freeman et al The Story of Stuff Shareholder versus Stakeholder Engagement	<i>Competitive Advantage & CSR – Michael Porter</i> <i>Social Responsibility - Friedman</i> <i>When Mother Nature & the Market Both Say “No More”</i>	Sustainability Self-Assessment Reflection Due: Thursday, January 26th 11:30 pm via D2L
Thursday, Jan, 26th	Module 3: Business & the Case for Sustainability Porter, Friedman & Freeman et al The Story of Stuff Shareholder versus Stakeholder Engagement	<i>Competitive Advantage & CSR – Michael Porter</i> <i>Social Responsibility - Friedman</i> <i>When Mother Nature & the Market Both Say “No More”</i>	Sustainability Self-Assessment Reflection Due: Tuesday, January 26th 11:30 pm via D2L
Tuesday, Jan, 30 th	Module 4: The Green Product Revolution The Green Consumer; What does the customer think & want? Lifecycle approaches Cradle to Grave or...	<i>Capturing the Green Advantage</i> <i>Why Take a Lifecycle Approach?</i> <i>The Sins of Greenwashing (skim)</i> www.greenwashingindex.com	
Thursday, Feb, 2nd	Module 4: The Green Product Revolution The Green Consumer; What does the customer think & want? Lifecycle approaches Cradle to Grave or...	<i>Capturing the Green Advantage</i> <i>Why Take a Lifecycle Approach?</i> <i>The Sins of Greenwashing (skim)</i> www.greenwashingindex.com	
Tuesday, Feb, 7 th	Module 5: Sustainability and The Role of Government	KPMG Insight Report 2009 Carbon Tax versus Cap and Trade	
Thursday, Feb, 9th	Module 5: Sustainability and The Role of Government	KPMG Insight Report 2009 Carbon Tax versus Cap and Trade	
Tuesday, Feb, 14th	Mid-term Quiz- Review	Review all readings for Modules 1 to 5	
Thursday, Feb, 16th	Mid-term Quiz- Review	Review all readings for Modules 1 to 5	

Tuesday, Feb 20th	No Classes Reading Week	Review all readings for Modules 1 to 5	
Thursday, Feb, 23rd	No Classes Reading Week	Review all readings for Modules 1 to 5	
Tuesday, Feb, 28th	Midterm Quiz- Midterm Quiz- Online Via D2L in a Computer Lab.	Midterm Quiz	
Thursday, March, 2nd	Module 6: Sustainability and Leadership Embedding Sustainability into Organizational Culture Green Business Models to Change the World		
Tuesday, March, 7th	Module 6: Sustainability and Leadership	Embedding Sustainability into Organizational Culture Green Business Models to Change the World	
Thursday, March, 9th	Module 6: Sustainability and Leadership	Embedding Sustainability into Organizational Culture Green Business Models to Change the World	
Tuesday, March, 14th	Module 7: Food Systems	The State of Food Security in the World 2017	Sustainability Innovation Team Presentation
Thursday, March, 16th	Module 7: Food Systems	The State of Food Security in the World 2017	Sustainability Innovation Team Presentation
Tuesday, March, 21st	Module 8: Social Entrepreneurship Guest Speaker	The Rise of The Social Entrepreneur	Sustainability Innovation Team Presentation
Thursday, March, 23rd	Module 8: Social Entrepreneurship Guest Speaker	The Rise of The Social Entrepreneur	Sustainability Innovation Team Presentation
Tuesday, March, 28th	Module 9: Sustainability Mega-Forces	Sustainability Mega-Forces	Sustainability Innovation Team Presentation
Thursday, March, 30th	Module 9: Sustainability Mega-Forces	Sustainability Mega-Forces	Sustainability Innovation Team Presentation
Tuesday, April, 3rd	Module 10: Micro-Finance	Micro Finance- An Overview	
Thursday, April, 6th	Module 10: Micro-Finance	Micro Finance- An Overview	
Tuesday, April, 11th	Final Exam Review Class	Review of Readings	Online Class Participation Assessment
Thursday, April, 13th	Final Exam Review Class	Review of Readings	Online Class Participation Assessment

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Sustainability Self-Assessment Reflection	20%
Sustainability Innovation Team Presentation	20%
Midterm Quiz	25%
Online/In-Class Professional Participation	10%
Final Exam	25%
	TOTAL
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

See septate Presentation

SCHOOL OR DEPARTMENTAL INFORMATION

MHRL Department Chair Steve Scott ScottS@camosun.bc.ca

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e., physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services->

and-support/e-2.9.pdf and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.