



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

COLLEGE *of* BUSINESS ADMINISTRATION

MGMT 5302, Sustainable Business: A One-Planet Approach

Fall semester: 27 August – 14 December 2018

Instructor: Dr. Anne Sluhan

Email: asluhan@tamuct.edu

Office Hours: Mondays 14.15 – 16.30, Wednesdays 14.15 – 18.00

Course Management

This is a face-to-face classroom course. The TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>] will be used for supplemental class materials such as slides and announcements.

Student - Instructor Interaction

I check emails daily during weekdays and will endeavor to respond within 24 hours. Students with questions are encouraged to reach out to me after each class or during my office hours.

911 Cellular

Emergency Warning System for Texas A&M University – Central Texas

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account.

Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

COURSE DESCRIPTION

Broad overview of the definitions, theory, and leadership practices associated with strategizing, collaborating, innovating, organizing and managing the changes necessary to adopt a triple bottom line approach (people, planet, profit) for sustainable effectiveness into the organization's business functions: marketing, finance, operations, etc. This is a foundational course for the One Planet Masters program and is intended to provide a base level of sustainability literacy needed for successful completion of the associated graduate courses.

Prerequisites: None

OBJECTIVES

Student Learning Outcomes (SLOs): Upon successful completion of this course, students should be able to

1. Describe the environmental, social and economic challenges facing business and society.
2. Identify the concepts, principles, processes, practices and issues in the business functions that are necessary in leading a one-planet sustainable organization.
3. Demonstrate through written and oral presentations the competitive challenges of one-planet sustainability in a variety of industries and situations in the current and future global market.
4. Demonstrate how core values, socially responsible management, and ethical principles are critical to leading and managing a successful one-planet sustainable organization.
5. Describe the data and metrics used to measure one-planet sustainability.
6. Identify the risks and opportunities associated with collaboration between stakeholders.
7. Demonstrate how sustainability challenges can be turned into strategic competitive advantage.
8. Create one-planet sustainable strategic performance objectives that satisfy multiple stakeholder groups.
9. Describe the influence that investors and customers have on the strategic direction of a firm.
10. Identify the value of sustainability-oriented innovation as an imperative for leading a one-planet firm.
11. Demonstrate system thinking, analytical methodologies and system-wide improvement techniques for developing breakthrough and incremental improvement in cross-organizational supply chains.
12. Describe market opportunities for sustainable products and services.
13. Identify the financial and accounting tools and techniques used in the context of one-planet sustainability.

TEXTBOOK

Jeanrenaud S., Jeanrenaud J., Gosling (2017). Sustainable Business: A One Planet Approach, John Wiley & Sons Ltd. ISBN 9781118522424.

COURSE REQUIREMENTS

Students will demonstrate proficiency of learned outcomes through case studies, review of current literature, examinations, and completion of a term paper.

Exams

There will be three (3) exams in this course. Exams will consist of multiple choice, short answer, essays.

- Exam 1 covers chapters 1-5 (SLOs 1-7)
- Exam 2 covers chapters 6-10 (SLOs 2, 3, 8-10)
- Exam 3 covers chapters 11-15 (SLOs 2, 3, 11-13)

Case Studies

There will be ten (10) short case studies in this course. As a group, these ten case studies support all 13 SLOs listed on page 1 of this syllabus. Every individual case study supports SLOs 2 and 3, plus one or two additional SLOs that are specific to the chapter or chapters they relate to.

Each case study should be two pages in length, single spaced (three pages including the cover sheet). Your analysis and write-up should use the following outline:

| Page 1 | Page 2 |
|--------------------------|----------------------------|
| I. Summary of case facts | III. Alternative solutions |
| • | • |
| • | • |
| • | IV. Recommendation |
| • | • |
| II. Statement of problem | • |
| • | V. Implementation |
| • | • |
| | • |
| | • |
| | • |

Review of Literature

You are required to complete and present to the class ten (10) article summaries in preparation for your term paper submission and presentation. As a group, these ten article summaries support all 13 SLOs listed on page 1 of this syllabus. Every individual article summary supports SLOs 2 and 3, plus one or two additional SLOs that are specific to the chapter or chapters they relate to.

Each article summary should be two pages using the following outline:

- I. Title
- II. Citation (APA format)
- III. Purpose
- IV. Constructs / Variables Investigated
- V. Methodology
- VI. Results
- VII. Implications

VIII. Suggestions for Further Research

Term Paper

Your term paper assignment is to choose a functional area within a firm, (e.g. finance, operations, marketing, etc.) and document the issues associated with one-planet sustainability for that functional area and recommended a course of action for the future. The finished report should be 20+ pages. The bibliography and citations should be in APA format. In addition to the 20+ pages, the report should have a cover sheet, table of contents, works cited, and an appendix, if needed, with appropriate exhibits at the end. The number of SLOs supported by the term paper—and the degree to which they are supported—will naturally vary by topic chosen, but nevertheless most of the SLOs listed on page 1 of this syllabus will be supported as a matter of course.

GRADING CRITERIA

| <u>Item</u> | | <u>Points</u> |
|--------------------------|------------------|---------------|
| Exams | 3 @ 100 pts each | 300 |
| Case Studies | 10 @ 20 pts each | 200 |
| Article Summaries | 10 @ 20 pts each | 200 |
| Term Paper | | 300 |
| Term Paper Presentations | | <u>100</u> |
| Total | | 1100 |

| <u>Grade</u> | <u>Points</u> |
|--------------|---------------|
| A | 990+ |
| B | 880+ |
| C | 770+ |
| D | 660+ |
| F | < 660 |

Course Schedule

| Date | Topic | Assignments/Quizzes Due |
|---------|---|--|
| Week 1 | Introduction | |
| Week 2 | Ch 1, Challenging Ch 2, Changing | <ul style="list-style-type: none"> ▪ Article Review 1, SLO's 1,2,3 ▪ Case Study 1, SLO's 1,2,3 |
| Week 3 | Ch 3, Leading, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 2, SLO's 2,3,4 ▪ Case Study 2, SLO's 2,3,4 |
| Week 4 | Ch 4, Valuing, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 3, SLO's 2,3,5 ▪ Case Study 3, SLO's 2,3,5 |
| Week 5 | Ch 5, Collaborating, Guest Lecture Ch 6, Strategizing, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 4, SLO's 2,3,6,7 ▪ Case Study 4, SLO's 2,3,6,7 |
| Week 6 | | <ul style="list-style-type: none"> ▪ Exam 1, SLO's 1,2,3,4,5,6,7 |
| Week 7 | Ch 7, Organizing, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 5, SLO's 2,3,8 ▪ Case Study 5, SLO's 2,3,8 |
| Week 8 | Ch 8, Investing, Guest Lecture Ch 9, Innovating, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 6, SLO's 2,3,9,10 ▪ Case Study 6, SLO's 2,3,9,10 |
| Week 9 | | <ul style="list-style-type: none"> ▪ Exam 2, SLO's 2,3,8,9,10 |
| Week 10 | Ch 10, Operating, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 7, SLO's 2,3,11 ▪ Case Study 7, SLO's 2,3,11 |
| Week 11 | Ch 11, Marketing, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 8, SLO's 2,3,12 ▪ Case Study 8, SLO's 2,3,12 |
| Week 12 | Ch 12, Accounting, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 9, SLO's 2,3,13 ▪ Case Study 9, SLO's 2,3,13 |
| Week 13 | Ch 13, Entrepreneurship, Guest Lecture | <ul style="list-style-type: none"> ▪ Article Review 10, SLO's 2,3,13 ▪ Case Study 10, SLO's 2,3,13 |
| Week 14 | Ch 14, Transitioning | <ul style="list-style-type: none"> ▪ Exam 3, SLO's 2,3,11,12,13 |
| Week 15 | Ch 15, Conclusion | <ul style="list-style-type: none"> ▪ Term Paper, SLO's 1 - 13 depending on student's choice of topic |
| Week 16 | Term Paper Presentations | <ul style="list-style-type: none"> ▪ Term Paper Presentations, SLO 3 |