



Sustainable Business: A One-Planet Approach

MGMT 5302-XXX (CRNXXXX)

Online 16 week course

Fall 2021: 23 August – 11 December0

Mode of instruction:

This is an online course via TAMUCT's Canvas Learning Management System: <https://tamuct.instructure.com>

Contact information:

Instructor: Dr. Anne Sluhan

Email: asluhan@tamuct.edu

Kindly include "MGMT 5302" in the email subject line so that I can identify your class. CANVAS messages are not the correct mode of communication with your instructor. Kindly ONLY use the above email.

Office Hours:

Virtual office hours are held Tuesdays & Thursdays from 12.00 – 14.00 via ZOOM & by appointment.

Join Zoom Meeting:

<https://cbs-dk.zoom.us/j/9911115052?pwd=NE1Vb1NxdHB3MWtkQ1BkQS9RMytqQT09>

When you log on to ZOOM during office hours, you will land in the waiting room. Since office hours are conducted one-on-one, if you remain in the waiting room, it means other(s) are ahead of you in the queue. Zoom pings every time someone enters the waiting room, so I know when you are there, and I welcome students in the order you arrive. Looking forward to talking with you!

Student-instructor interaction:

Emails (asluhan@tamuct.edu) are checked regularly and I endeavor to respond swiftly during weekdays (48h during weekend and holidays). In days up to deadlines, it is not unusual for a wave of emails with similar questions to arrive. To avoid this inefficiency, always first check in the **H.I.V.E. (Knowledge pool)** area under **General course information** for the answer. If the answer is not there, submit your question that will benefit the entire class.

Due some CANVAS messaging system issues in the recent past, you must **email me** (asluhan@tamuct.edu) with any course-related issues. Always provide your course section (i.e. MGMT5302) in the subject line of each email so I can quickly identify your group.

Warrior Shield

Warrior Shield 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 Warrior Shield through their myCT email account. Connect to Warrior Shield by 911Cellular <https://portal.publicsafetycloud.net/Account/Login> to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

Course information

Course overview and 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 graduate program and is intended to provide a base level of sustainability literacy needed for successful completion of the associated graduate courses.

Student Learning Outcomes:

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.

Note: A student of this institution under no obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Course requirements and assessment

Individual course components

This is an independent study course which will comprise weekly readings, bi-weekly journal entries, midterm and final exam, and one case study. No video lectures will be posted, however we can schedule periodic zoom calls for discussions.

This independent graduate study will require self discipline and much self learning.

Details about independent deliverables and grading criteria will be posted in CANVAS by 30 August.

Grading Polices/Guidelines

- Student participation: We learn from sharing our experience, reflections, and ideas while simultaneously listening to input from others. We all enter the classroom with a wealth of knowledge and it is vital to our learning that we maintain a respectful and civilized classroom. *Your contribution to class discussion is important and valued.*
- Online participation: Regular participation is critical for your understanding and mastery of the material as well as to your understanding of assignment and project requirements. If you must be inactive for legitimate reasons, please inform me in advance.
- Individual performance: It is vital that you are active in the course and complete all work in a professional fashion. You are expected to read the chapters as assigned in the syllabus as well as all the relevant supplemental resources that may be found in the Module content folders for that period of time.
- Quality work: All work submitted for grading must be upper level quality, demonstrating understanding, effort, depth of analysis, grammatical structure, professionalism, and clear logical thought.
- Writing skills, spelling, and grammar: The content of all written assignments is how you are evaluated. While a few minor mistakes are acceptable and will not impact your grade, I reserve the right to remove of up 10% of the points of a written assignment for excessively bad grammar and spelling mistakes. Students who proofread, use spelling and grammar checking tools, and/or obtain help from the University Writing Center should not be affected by this policy.
- Identifying Submissions: Submission titles should be formatted: **StudentLastName_Title_of_the_assignment.docx**
- Submission Style Requirements: Submissions must align with The Publication Manual of the American Psychological Association (APA), 7th ed. All written work must be submitted utilizing Microsoft Word in either a .doc or .docx format.
- Due Dates and Late Submissions: The assignment instructions and deadlines are clear in the syllabus. As such, it is expected that all work will be submitted on time, as timeliness is an important aspect of professional communications and behavior. If you encounter an issue, please let me know before the due date. Late submissions of written assignments will cost -20% of the grade per day.
- Changes to Syllabus: This syllabus serves as an instructional and study planning document. Although every effort will be made to maintain the schedule and activities presented herein, it may become necessary to make modifications. Any necessary changes will be announced on CANVAS as soon as possible.
- Sundown rule: Students have one (1) week (from the date the grade is released) to enquire about a grade on any assignment. *The exception to this is the last round of assignments and your Final Letter Grade* when enquiries must be made long before grades are submitted to the Registrar.

Grading Criteria Rubric and Conversion

A grading rubric will be published in submission locations in Canvas.

Since the course was restructured on 23 August to be an independent study, the structure and deliverables for the new format are under development. Details will be published on 30 August.

Course outline and calendar

NB! Assignments are due on Sundays of a corresponding week by 23:59 unless otherwise specified.

Dates	Topic / Reading	Assignments
W1	Introduction	<ul style="list-style-type: none"> ✓ Read through syllabus in detail ✓ Complete the introductory survey on CANVAS
W2	Ch 1 Challenging	<ul style="list-style-type: none"> ✓ Read through syllabus in detail ✓ Study all relevant content provided in the Module ✓ Journal entry post
W3	Ch 3 Leading	<ul style="list-style-type: none"> ✓ Study all relevant content provided in the Module
W4	Ch 4 Valuing	<ul style="list-style-type: none"> ✓ Study all relevant content provided in the Module ✓ Journal entry post
W5	Ch 5 Collaborating	<ul style="list-style-type: none"> ✓ Study all relevant content provided in the Module
W6 27 Sept – 1 Oct	Ch 6 Strategizing	<ul style="list-style-type: none"> ✓ Study all relevant content provided in the Module ✓ Journal entry post
W7 4-8 Oct	Ch 7 Organizing	<ul style="list-style-type: none"> ✓
W8 11-15 Oct	Ch 8 Investing	<ul style="list-style-type: none"> ✓ Journal entry post
W9 18-22 Oct	Ch 9 Innovating	<ul style="list-style-type: none"> ✓ Mid-term exam
W10 25-29 Oct	Ch 10 Operating	<ul style="list-style-type: none"> ✓ Journal entry post
W11 1-5 Nov	Ch 11 Marketing	<ul style="list-style-type: none"> ✓
W12 8-12 Nov	Ch 12 Accounting	<ul style="list-style-type: none"> ✓ Journal entry post
W 13 15 - 19 Nov	Ch 13 Entrepreneurship	
W 14 22-26 Nov	Ch 14 Transitioning	<ul style="list-style-type: none"> ✓ Journal entry post
W15 29Nov-3Dec	Ch 15 Conclusion	<ul style="list-style-type: none"> ✓ Final exam
W16 6-10 Dec		FINAL reflections & evaluation

This course schedule is subject to change. Should it change, a new syllabus with different date in the footer will be published on Canvas and students will be notified of the change.

Important University Dates

<https://www.tamuct.edu/registrar/academic-calendar.html>

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.

We recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.
Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a Problem," or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support

For log-in problems, students should contact Help Desk Central 24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web:

<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2FForm%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612>

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the

adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, working with others in an unauthorized manner, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be referred to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website

[<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors will return at the Tutoring Center in Warrior Hall, Suite 111 in the Fall 2020. Student success coaching is available online upon request. If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@tamuct.edu

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Writing Center

The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Fall 2020 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help! Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via WOnline [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/compliance/titleix.html>].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the referral online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the Behavioral Intervention Team website for more information [<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

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