

COLLEGE of BUSINESS ADMINISTRATION

Sustainable Business

MGMT 5302 (Service Learning) CRN 10226

Online 8 Week Course Spring 2023 17 January – 10 March 2023

Instructor and contact information

Instructor: Dr. Anne Sluhan

Office: Department of Management & Marketing, Founders Hall, Suite 217

Email**: asluhan@tamuct.edu

**Please include "MGMT5302" in the subject of email messages so I can quickly identify you.

Office hours

Office hours are regularly available by appointment and can be booked online ad hoc:

https://outlook.office365.com/owa/calendar/SupervisionwDrSluhan@tamuct.onmicrosoft.com/bookings/

College of Business Administration (COBA) Information

COBA Main Phone Number: +1 (254) 519-5437 COBA Main Email: cobainfo@tamuct.edu COBA Main Fax Number: +1 (254) 501 5825

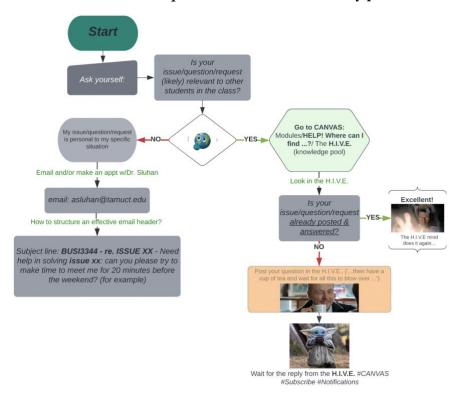
Mode of instruction and course access

- This course is a 100% online and requires students to have access to a reliable Internet connection.
- ♦ This is a **Service-Learning (SL) course** and requires students to engage with the community in a manner that supports course learning outcomes.
- ♦ This course uses TAMUCT's Canvas Learning Management System https://tamuct.instructure.com.

Students will access all course materials (except textbook), assignments, student-instructor and student-student communication, activities, assignments, and resource links via the course page in Canvas. You will engage in service-learning projects (of your choosing) within your local community for a number of hours over the term.

This course requires students to be curious, self-disciplined, and open-minded. Be sure you understand and are prepared to comply with required class assignments and deadlines. Be prepared to spend 6-8 hours per week on readings and assignments + your Service-Learning commitment requiring 15 hours of service and engagement throughout the semester.

Flowchart: How can I ask course-related questions and/or contact my professor?



**Due to past issues w/CANVAS messaging's functionality, please use email (asluhan@tamuct.edu) when writing direct personal messages to your instructor.

Student-instructor interaction:

The most efficient way to interact with your instructor is via the H.I.V.E. (Knowledge Pool).

Post questions benefitting the entire class there. The **H.I.V.E**. is the <u>first place</u> your instructor goes to interact with students every day and should be the first place you check for the answers. If you have a new question that is relevant for the entire class, rather than sending an individual message, *please post your question in the H.I.V.E*. In the meantime, if you know the correct answer to a posted question, answer it! If you post a correct answer to the question before your instructor does, *you can earn extra credit.*#BeatTheProfessor

Emails are checked regularly and answered as swiftly as possible. If a message is more appropriate for the H.I.V.E (=it will better serve the entire class), questions/answers will be posted (anonymously) so everyone can benefit from the answer. On occasion, university commitments and research-related travel can preempt swift message responses. Classwide CANVAS announcements will be posted to guide expectations about email responsiveness and for urgent student matters, ad hoc office hour bookings are always an option.

SAFEZONE: Emergency Warning System for Texas A&M University-Central Texas

SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts. Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app. You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the SafeZone website [www.safezoneapp.com].

To register SafeZone on your phone, follow these 3 easy steps:

- 1. Download the SafeZone App from your phone store using the link below:
 - a. iPhone/iPad: https://apps.apple.com/app/safezone/id533054756
 - b. Android Phone / Tablet https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp
- 2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
- 3. Complete your profile and accept the terms of service

Course Information

Course overview and description

(Service learning) (3 semester credit hours & supplemental hours of service learning)

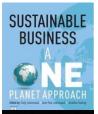
This course provides a broad overview of the definitions, theory, and leadership practices associated with strategizing, collaborating, innovating, organizing, and managing the changes necessary to adopt a triple bottom line approach (people, planet, profit) for sustainable effectiveness into the organization's business functions (e.g. operations, finance, marketing, HRM, etc.). This is a foundational course for the Leadership for Sustainability - One Planet graduate program and is intended to provide a base level of sustainability literacy needed for successful completion of the associated graduate courses. The Sustainable Development Goals form the foundation of this course.

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 data and metrics used to measure one-planet sustainability.
- 6. Identify risks and opportunities associated with collaboration between stakeholders.
- 7. Demonstrate how sustainability challenges can be turned into strategic competitive advantage.
- 8. Design sustainable strategic performance objectives that satisfy multiple stakeholder groups.
- 9. Explain how investors and customers can influence the strategic direction of firms.
- 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 which tool and techniques both financial and non-financial are used to track progress within the context of one-planet sustainability.

Required reading and resources: Course textbooks



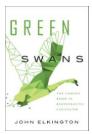
Jeanrenaud S., Jeanrenaud J., Gosling J. (2017). Sustainable Business: A One Planet Approach. John Wiley & Sons Ltd. ISBN-10: 1118522427

Referred to in syllabus/Canvas as: "Sustainable Business"



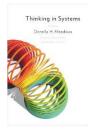
van Tulder, R. & van Mil, E. (2023). Principles of Sustainable Business: Frameworks for Corporate Action on the SDGs. Routledge. ISBN: 978-0-367-56558-9

Referred to in syllabus/Canvas as: "Principles"



Elkington, J. (2020). Green Swans. Fast Company, Ltd. ISBN-10 173243912

Referred to in syllabus/Canvas as: "Green Swans"



Meadows, D.H. (2008). Thinking in Systems. ISBN-10: 1603580557

Referred to in syllabus/Canvas as: "Systems"

Suggested supplementary course materials



Publication Manual of American Psychological Association (7th ed.). American Psychological Association.

ISBN 1433832178

It is advisable that that you refer to this text during this and other courses, as APA is the required citation method at the Department of Management \mathcal{C} Marketing and will be used throughout your undergraduate program.

Since we will study sustainable business, it is advisable that you actively keep current with global events by taking advantage of your <u>free student access</u> via the TAMUCT library to:

- ✓ The Wall Street Journal
- ✓ The New York Times

Other newspapers offering comprehensive insights into the sustainability and the global business environment (in English) include:

- ✓ The Financial Times (daily)
- ✓ The Economist (weekly)

COURSE REQUIREMENTS

- 1. Preliminary assignment: Opening survey
- 2. **Introductory ("Meet and Greet") Student introduction discussion:** Each student must post an introduction on the discussion board.
- 3. **Discussion Forum Assignments:** There will be three assigned discussion fora. Topics will vary and could include "debates" in the text, a question exploring a portion of the text readings in-depth, a supplemental topic/current events based on a current business press article, or issues related to Service Learning.
- 4. **Mid-term exam**: There will be a mid-term online exam (23 questions worth 100 points) to check your knowledge of key course frameworks and concepts. It includes multiple choice and true/false questions, and some short essay questions. The exam will be available over a period of one week period online; dates are noted in the course outline. The midterm exam is timed (maximum 120 minutes) and once started, must be completed at that time. The PowerPoint slides, lectures, book chapters, and supplementary instructor video commentaries can be useful study guides for the midterm.

SERVICE-LEARNING

5. Service-learning Case Study (individual/group) and Community Engagement Project (total of 15 hours of SL volunteering/engagement):

A case study offers students an opportunity to identify an organizational/community need that needs to be addressed anchored in one/more SDGs. Using the interactive service learning methodology that involves performing community service work while reflecting on that activity and linking it to course frameworks, students will engage with a community organization and contribute in some way to address a relevant sustainability issue. Three different assignment groups will relate to this case study:

- 5.1. Service learning case study <u>proposal</u>: Students will outline how they will go about approaching their study, introduce their case organization, and identify the SDGs they will focus on. Also, they will confirm whether their case study will be an individual or a group project. Assignment details will be posted in the canvas.
- 5.2. Service learning case study <u>reflection assignments</u> (x 3): Students will submit three reflection assignments for each service-learning assignment (i.e. case study and engagement project, respectively). Specifics about these reflection assignments will be posted in the canvas assignment guidelines, but they generally indicating how their engagement and focus on their organization will impact the organization/community.

**All Reflection Journals must be submitted in a Microsoft Word .doc or .docx format.

5.3 Service learning case study <u>paper</u>: Students will submit an 8 page analysis, consolidating learning points from the service-learning case study. Specifics will be posted in canvas.

Grading Rubrics

Grading rubrics are published in the respective course assignments in CANVAS. Students should always consult the grading rubric prior to deadline to ensure that they fully understand expectations and grading criteria. If you have any questions about the rubrics, don't hesitate to ask about them in the H.I.V.E.

Course Grading

The minimum points required for a specific course grade will not be revised for any reason. A total of 1000 possible points are available in this class, assigned as follows:

Course Element	Maximum possible points
Preliminary assignment: Opening survey	15
Student introduction discussion	15
Online module forum discussions 3@60	180
Mid-term exam	100
Service Learning (SL)	
Case study & community engagement	
(15h) anchored in SDGs	
SL Case study proposal	50
SL Case study - reflection assignments (x3)	300
SL Case study: Final paper (8pp)	340
Total maximum points	1000

Points		Letter grade
900-1000	=	A
800-899.99	=	В
700-799.99	=	С
600-699.99	=	D
Below 600	=	F

Posting of Grades

All grades will be posted in the CANVAS gradebook and students should monitor their status there. Exam grades will be posted after the exam window has closed for the entire class. Grades for written assignments will be posted within one week of the due date, unless otherwise noted.

Grading Polices/Guidelines

- 1. Required Studying: Modules are used for instruction in this course. While Module Forum Discussions are the equivalent to face-to-face discussions, studying the materials in each module as instructed is the equivalent of attending a lecture. To succeed in this course, you must study all materials. Studying may include: instructor-created audio and/or video content (e.g., narrated presentation), instructor-provided content (e.g., a news segment about an event that impacts business strategy), reading notes, slides, and textbook chapters as instructed. All course material can be used for assessment in exams.
- 2. <u>Individual performance</u>: 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.
- 3. Quality work: All work submitted for grading must be graduate level quality, demonstrating understanding, effort, depth of analysis, grammatical structure, professionalism, and clear logical thought.
- 4. 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.

5. <u>Identifying Submissions</u>:

a. Submission titles should be formatted: **StudentLastName_Title_of_the_assignment.docx**

6. <u>Submission Style Requirements</u>:

- a. Submissions must align with The Publication Manual of the American Psychological Association (APA), 7th ed.
- b. All written assignments must be submitted in .DOC/.DOCX/.PDF formats. Other software formats cannot be marked for technical reasons (e.g. RTF, TXT, PAGES, IPYNB, DSC, WPD, QPF, etc.)

7. <u>Due Dates and Late Submissions</u>:

- a. Assignment instructions and deadlines are clear.
- b. <u>Unless agreed upon well in advance of the deadline in writing with the instructor</u>, all work must be submitted on time.
- c. Late submissions result in -20% per day.

8. Changes to Syllabus:

a. This syllabus serves as an instructional and study planning document. Every effort will be made to maintain the schedule and activities presented. However, it may be necessary to make modifications. Necessary changes will be announced on CANVAS as soon as possible.

9. Sundown rule:

- a. Students have one (1) week (from the date the grade is published) to enquire about a grade on any assignment.
- b. <u>The exception to this rule is the last round of assignments and the Final Letter Grade</u> when enquiries must be made well in advance of grades being submitted to the Registrar.

Course outline

Unless otherwise noted: written assignments are due on <u>Sundays of a corresponding week by 23:59</u> (NB! Considering the large window of availability for exams, no make-ups are allowed.)

	dule Dates & modalii	Topic / Reading	Activities & Assignments		
lity	Week 1 17-22 January	Welcome and Introduction	 ✓ Buy textbooks ✓ Complete preliminary assignment: Opening survey ✓ Study content provided in CANVAS module ✓ Post student introduction discussion (D1) & responses (required to show you are active in the course) ✓ Individual meetings w/ Dr. Sluhan to discuss SL project plans 		
	Week 2 23 – 29 January	Framing Sustainability: Our VUCA world – challenging & changing SDGs, Systems, Valuing, & Service Learning	✓ SL project scope guidelines posted Tuesday w/final course outline ✓ SL project plenary discussion @ end of week ✓ Study content provided in CANVAS module ✓ Submit D2		
p for Sustainab	Week 3 30 Jan – 5 Feb	Leadership for sustainability: Collaborating	✓ Submit SL project proposal ✓ Study content provided in CANVAS module ✓ Submit D3		
e for Leadershi	Week 4 6 – 12 February	Strategizing and Organizing Designing sustainable business models	✓ Submit SL reflection 1 ✓ Study content provided in CANVAS module ✓ Midterm exam opens 11 February		
Setting the stage for Leadership for Sustainability	Week 5 13 – 19 February	Innovating, Developing, and Operating Internal organizational alignment	 ✓ Midterm exam closes 19 February ✓ Study content provided in CANVAS module ✓ Submit SL reflection 2 		
	Week 6 20 – 26 February	Marketing, Accounting, and Investing	✓ Study all content provided in CANVAS module ✓ Submit D4		
	Week 7 27 Feb - 5 Mar	Transitioning	✓ Study content provided in CANVAS module ✓ Submit SL reflection 3		
	Week 8 6 – 12 March	Conclusion & Evaluation	✓ Study content provided in CANVAS module ✓ Submit SL case study – paper (Deadline: 10 March)		
	13 – 19 March SPRING BREAK (Grades due to Registrar on 14 March)				

The schedule is subject to change, in which case a new syllabus w/modified version date will be published and students will be notified.

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.

Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

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]

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

University resources, procedures, and guidelines

COBA Learner Access and Success

This web site has been specially designed to provide "one stop shopping" for the University and College resources that College of Business Administration students are likely to need throughout the semester. This includes setting up an appointment with an advisor, tutoring, career and professional development, among other services and many helpful videos. Check it out and bookmark it, it will be very useful: **COBA Learner Access and Success**

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 Warrior Center for Student Success, Equity 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 Canvas page (log-in required).

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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. 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, If you know of potential honor violations by other students, you may submit a referral.

Drop Policy

If you discover that you need to drop this class, you must complete the <u>Drop Request</u> Dynamic Form through Warrior Web. **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.

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/pregnant-and-parenting-students.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, both virtually and in-person. Student success coaching is available online upon request. If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu. To schedule tutoring sessions & view tutor availability, visit Tutor Matching Services or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote 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 Library & Archives

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams or in-person at the library. Schedule an appointment here [https://tamuct.libcal.com/appointments/?g=6956]. 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]

University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University—Central Texas (A&M—Central Texas) is a free service open to all A&M—Central Texas students. For the Spring 2022 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. 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 WCOnline. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via WCOnline. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

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 Wellness and 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 <u>referral</u> online.

Anonymous referrals are accepted. Please see the <u>Behavioral Intervention Team</u> website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

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