

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
MGMT 440: BUSINESS & SUSTAINABILITY
JANUARY 2020



Professor: Dr. Sarah Easter

Email: sge02a@acu.edu

Class Times and Meeting Locations: 8:30 – 5:30 pm MTWRF in MMB 316

Office: COBA 254

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"to educate students for Christian service and leadership throughout the world. We achieve our mission by providing a supportive, welcoming, Christ-centered community in which we foster academic excellence through innovative education, real-world learning opportunities, and faculty-guided research."

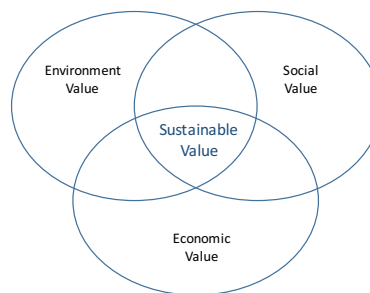
ACU Mission Statement

"To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership throughout the world."

COBA Mission Statement

Course Overview

The goal of sustainable business is the simultaneous integration of economic prosperity in service of human development in ways that also create social and environmental value. The purpose of this course is to educate students on the opportunities and challenges of developing more sustainable business strategies and practices, and to explore the changing role of business in society and in relation to the environment. This course considers global and local sustainability dimensions and introduces students to a wide range of sustainability topic areas.



Contribution to Christian Service and Leadership:

We'll explore how sustainability principles and practices connect with society, stewardship and Christian faith

Course Format: This course is designed to be very interactive in nature. We will draw on a range of learning tools including, but not limited to, videos, class discussions, guest speakers, field trips, in-class exercises and illustrative cases in order to familiarize students with the social, environmental and financial challenges and opportunities faced by businesses today and to introduce them to a range of responses and innovations by and for business.

It is important to note that we will also draw on the collective wisdom and creativity of the class and the diverse cultural, work and educational backgrounds students bring to the class. Students are expected to have read assigned readings or viewed videos or websites for each class before class as specified. Being well prepared allows you to actively engage in class discussions, prepare for assignments and it makes your learning experience overall more fruitful and fun.

In order to make this a positive learning environment for you and your peers, I provide the below guidelines for individual and team in class contributions:

- Complete readings/video assignments *before* class, and use those readings as a basis for your active participation during in-class activities and discussions. Developmental, theory-based comments are valuable for moving the discussion forward.
- Ask questions that add to your understanding of the course material as well as the knowledge base of your classmates. Encourage your classmates to get involved. Avoid repeating what has already been said.
- Be considerate – come to class on time and do not leave early. Do not interrupt or engage in private conversations while others are speaking.
- To limit distractions for your peers and to facilitate active learning, this course has a policy of no web/email/texting during guest speaker visits and mini-lectures.
- Have an opinion and respect others' rights to hold opinions and beliefs that are different from your own, recognizing that there are many different ways to view the material
- Allow everyone the chance to talk. If you have much to say, try to hold back so that your peers might have an opportunity to participate. If you are hesitant, look for opportunities to contribute.

Required Course Materials (available via Online or the ACU Bookstore):

Serve God, save the planet: A Christian call to action. Matthew Sleeth (https://www.amazon.com/Serve-God-Save-Planet-Christian/dp/0310275342/ref=sr_1_1?keywords=serve+god+save+the+planet&qid=1575337111&sr=8-1)

When helping hurts: How to alleviate poverty without hurting the poor and yourself. Steve Corbett & Brian Fikkert (https://www.amazon.com/When-Helping-Hurts-Alleviate-Yourself-ebook/dp/B00EDY1YU4/ref=sr_1_1?keywords=when+helping+hurts&qid=1575337145&sr=8-1)

Recommended Book (available via the ACU Bookstore or Online):

This book will be helpful in providing an overview of the field and key players. It is also a good resource for you in completing the final project for this course and it really is cheap!

The cheap guide to sustainability & corporate social responsibility. Leo Raudys (https://www.amazon.com/Cheap-Sustainability-Corporate-Social-Responsibility-ebook/dp/B01GGCZ744/ref=sr_1_2?keywords=cheap+guide+to+sustainability&qid=1575337218&sr=8-2)

Learning Objectives

The primary learning objectives of this course are listed below along with the assignments used to assess your achievement of each objective

Objective	Related Assignment(s)
Demonstrate ability to recognize and analyze consequences, inter-connections and trade-offs between environmental, social and economic decisions at a societal and a business level	Final project, team book presentations, book reviews
Analyze and evaluate an organization's ability to tackle sustainability challenge(s), including environmental, social and economic wellbeing	Final project, in class contributions
Develop understanding of a variety of different organizational forms to tackle today's sustainability challenges	In class contributions, team book presentations
Develop understanding of variety of different vantage points of sustainability from different disciplinary perspectives	In class contributions, reflections
Become aware of his or her own role when participating in personal and professional decisions related to social, environmental and economic sustainability	Reflections, book reviews

Course Grading:

Name	Individual/Team	Weight % of grade	Assignment Description
In class contributions to course and team activities	Individual	10%	In class contributions include writing thank you notes to guest speakers, asking questions of guest speakers (at least 3 questions) and actively participating in class activities such as large group discussions and team activities
Book reviews (two one-page reviews, each worth 10%)	Individual	20%	Since our coursework will be very interactive and draw on the required readings, it will be important for you to have completed the required readings <i>before</i> we begin discussing the books in class. To help ensure that you are adequately prepared, students will submit a one-page book review (12 pt, Times New Roman, single spaced). The book review should include: • An overview of what the book is about including author's purpose, main arguments and primary supporting points (10 points) • Your analysis of how well the author achieved his/her overall purpose (10 points) • Your personal takeaways and reflections such as what resonates the most with you, what you disagree with and why, etc. (10 points) You are expected to review your document for grammar and spelling prior to submission (5 points). <i>Please also ensure that each review is completely your own.</i> All reviews will be submitted via the TurnItIn App on Canvas.
Reflections	Individual	25%	Complete 5 one-page reflections (single spaced) for each day of 5-day class. Details will be discussed in class.
Team book presentations (two presentations at 15% each)	Team	30%	Team presentations covering material from two required books (Additional instructions will be provided)
Final project (due January 27 th @ 11:59 pm)	Individual	15%	Your final project for the course will focus on how a single organization approaches and manages the breadth of sustainability issues covered in class (as relevant). The analysis should be comprehensive and include detailed research of CSR reports, news and primary documents. The goal is to integrate the knowledge learned in class, readings, cases, field trips and from guest speakers and present a comprehensive picture of an organization's sustainability strategies and actions. Please see individual presentation guidelines on Canvas (Module 1).
Total		100%	

Class Schedule

Please note that this draft schedule is subject to change.

Class Dates	Class topics (Please see online course site for assigned readings)	Guest Speakers/Field Trips	Assignments Due
1/6	Introduction to the Course & Expectations Sustainability from a Business Perspective Overview of Sustainability Dimensions and Topics Introduction to Environmental Sustainability (Discussion of <i>Serve God, Love the Planet</i> book and The Story of Stuff video) Introduction to Social Sustainability (Discussion of <i>When Helping Hurts</i>)	Tour Around ACU: Sustainability Initiatives (Corey Ruff, Associate Vice President of Operations)	Book reviews of <i>Serve God, Love the Planet</i> and <i>When Helping Hurts</i> due
1/7	Introduction to Different Organizational Forms to Tackle Sustainability Challenges Local Sustainability Environmental Sustainability (Discussion of <i>Serve God, Love the Planet</i> book)	Field Trip to Slowpoke Market Store in Cisco, Joy and Kerry Hedges	Team book presentations Daily reflection
1/8	Environmental Sustainability (Discussion of <i>Serve God, Love the Planet</i> book) What is Sustainability, Anyway? Different Disciplinary Perspectives Coordinated Christian Responses to Sustainability Challenges/Opportunities	Dr. Josh Brokaw, Professor, Department of Biology Dr. Jim Carpenter, Associate Professor, Department of Agriculture and Environment Dodd Roberts, Director, Halbert Center for Missions & Global Service Katherine Bisson, Executive Director of Hope Haven	Team book presentations Daily reflection
1/9	Corporate Social Responsibility Social Sustainability (Discussion of <i>When Helping Hurts</i>) Assessing Organizational Sustainability Efforts What is Sustainability, Anyway? Different Disciplinary Perspectives	Subway franchisee owners, Denise & Tim Coulter Lauren Engineering, Kevin Porter, VP of Human Resources Dr. Tim Kennedy, Assistant Professor, Department of Engineering & Physics	Team book presentations Daily reflection

1/10	Social Entrepreneurship Social Sustainability (Discussion of <i>When Helping Hurts</i>) Class Wrap Up & Application	Field Trip to Disability Resources Inc.	Team book presentations Daily reflection
1/11			Daily reflection
1/27			Individual project presentation (screencasted)

University Policies:

ADA Compliance Policy: Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please email alpha@acu.edu or call their office directly at 325-674-2667

Academic Integrity Policy: Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one's own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of your school, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following [this link](#)

Anti-Harassment Policy: As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the link to ACU's [policy](#)

Course Policies:

Assignments are due on the date scheduled: As in the business world, work has to be received on time to matter. To be fair to all the students who submit on time, if you are late on an assignment, your grade on that assignment will be reduced by 10% for each day it is late.

Attendance and Participation: This is an active class, so you will learn new things in class that are not in the readings, and in turn, your participation will also help your classmates learn. For this reason, participating in class is an important part of the learning process in this course. Your course grade may be lowered up to 10% if you frequently miss class, are repeatedly tardy, if you are physically present but mentally absent, if you are rude, disruptive, or generally disagreeable, or if you violate the technology policy.