

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL
(Attach copy of syllabus)

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
Prepared by	Anita Hughes	Phone	Ext. 4622
Email Contact	Alhughes2@alaska.edu	Faculty Contact	Kevin Berry, kberry9@alaska.edu

1. ACTION DESIRED
(CHECK ONE):

Trial Course	<input type="checkbox"/>	New Course	<input checked="" type="checkbox"/>
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2. COURSE IDENTIFICATION:

Dept	MBA	Course #	F642	No. of Credits	3
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Justify upper/lower division status & number of credits:

This is a graduate level course requiring critical and analytical skills at the grad level.

3. PROPOSED COURSE TITLE:

Economics of Environmental and Business Sustainability
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4. To be CROSS LISTED?
YES/NO

No	If yes, Dept:	Course #
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NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED? *
YES/NO

No	If yes, Dept.	Course #
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How will the two course levels differ from each other? How will each be taught at the appropriate level?:

* Use only one Format 1 form for the stacked course (not one for each level of the course!) and attach syllabi. Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi (undergraduate and graduate versions) will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online - see URL at top of this page.

6. FREQUENCY OF OFFERING:

As Demand Warrants
Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING
(Effective AY2015-16 if approved by 3/31/2015; otherwise AY2016-17)

Spring 2015 as Sp. Topics

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

COURSE FORMAT:
(check all that apply)

<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input checked="" type="checkbox"/>	6 weeks to full semester
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OTHER FORMAT
(specify)

Mode of delivery
(specify lecture, field trips, labs, etc)

Lecture

9. CONTACT HOURS PER WEEK:

3/15

LECTURE
hours/weeksLAB
hours /weekPRACTICUM
hours /week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing-/> for more information on number of credits.

OTHER HOURS (specify
type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

FISH F487 W, O Fisheries Management
3 Credits Offered Spring

Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

MBA F642 Economics of Environmental and Business Sustainability
3 credits Offered As Demand Warrants

The course is designed to examine the emerging role of the business and corporate sector in responding to the economic challenges of achieving social and ecological sustainability. The microeconomic theory used to model business behavior motivated by profit maximization is expanded to an accounting framework, referred to as the triple bottom line (TBL). The triple bottom line consists of profits, people, and planet. The triple bottom line motivates companies to measure financial, social, and environmental outcomes associated with their business operations. The course investigates alternative measurements for evaluating the performance of the economy and the business and consumer sectors. Prerequisites: must be admitted to the MBA program (3+0)

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities

S = Social Sciences

Will this course be used to fulfill a requirement
for the baccalaureate core? If YES, attach form.

YES:

NO:

XX

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive,
Format 6W = Writing Intensive,
Format 7X = Baccalaureate
Core

11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.

YES

NO

12. COURSE REPEATABILITY:

Is this course repeatable for
credit?

YES

NO

XX

Justification: Indicate why the course can
be repeated (for example, the course follows
a different theme each time).

How many times may the course be repeated for credit?

TIMES

If the course can be repeated for credit, what is the maximum
number of credit hours that may be earned for this course?

CREDITS

If the course can be repeated with variable credit, what is the
maximum number of credit hours that may be earned for this course?

CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change - Format 2 form.

LETTER: ☒ XX

PASS/FAIL: ☐

RESTRICTIONS ON ENROLLMENT (if any)

14. **PREREQUISITES**

Must be admitted to the MBA program

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

16. **PROPOSED COURSE FEES**

\$

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

Yes/No

N

If yes, give semester, year, course #, etc.:

18. **ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

This course requires no classroom space and no new adjuncts or instructors. It will be rotated through the MBA electives and so will have little impact.

19. **LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

☒ X

Yes

Library collections not required for this class.

20. **IMPACTS ON PROGRAMS/DEPTS**

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

Only the MBA program.

21. **POSITIVE AND NEGATIVE IMPACTS**

Please specify **positive** and **negative** impacts on other courses, programs and departments resulting from the proposed action.

This course might draw students from other MBA electives but those are rotated by the department to ensure a balance between solid enrollment and availability of all electives.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This course adds to the curriculum for the MBA program as we work to make it more relevant to challenges and opportunities in Alaska.

APPROVALS: Add additional signature lines as needed.

Betty Bass Date 10/7/2014
Signature, Chair,
Program/Department of: _____

Betty Bass Date 10/7/2014
Signature, Chair, College/School
Curriculum Council for: _____

[Signature] Date _____
Signature, Dean, College/School
of: SOM

Offerings above the level of approved programs must be approved in advance by the Provost.

Signature of Provost (if above level of approved programs) Date _____

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

Signature, Chair
Faculty Senate Review Committee: ____Curriculum Review ____GAAC
____Core Review ____SADAC

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

Signature, Chair,
Program/Department of: _____ Date _____

Signature, Chair, College/School
Curriculum Council for: _____ Date _____

Signature, Dean, College/School
of: _____ Date _____



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Syllabus

TITLE: Economics of Environmental and Business Sustainability
NUMBER: MBA F693 Section UX2
CREDITS: 3
PREREQUISITES: Must be admitted to the MBA program; or permission of Program Director.
Location: On Line
MEETING TIME: On Line

INSTRUCTOR: Christopher Wright
OFFICE LOCATION: 213H Bunnell Building, UAF Campus
OFFICE HOURS: M – TH 1:30pm – 3:00pm and by appointment.
TELEPHONE: 907-474-5905
EMAIL ADDRESS: cwright16@alaska.edu

COURSE DESCRIPTION

The course is designed to examine the emerging role of the business and corporate sector in responding to the economic challenges of achieving social and ecological sustainability. The microeconomic theory used to model business behavior motivated by profit maximization is expanded to an accounting framework referred to as the triple bottom line (TBL). The triple bottom line consists of profits, people, and planet. The triple bottom line motivates companies to measure financial, social, and environmental outcomes associated with their business operations. The course investigates alternative measurements for evaluating the performance of the economy and the business and consumer sectors.

GOALS

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

- ❖ Analyze Gross Domestic Product (GDP) data and interpret key drivers of economic growth.
- ❖ Explain alternative measures of economic growth.
- ❖ Describe the key indicators used to measure the state of the global and national environment and explain the sources of market failure.
- ❖ Apply the concepts of industrial ecology to business performance.
- ❖ Evaluate business and corporate strategies for sustainability using TBL accounting.



COURSE READINGS / MATERIALS

Text: David W. Pearce and Edward Barbier, Blueprint 6: For a Sustainable Economy, Earthscan 2000, ISBN-13: 978-1853835155

Jan Brocke, Stefan Seidel, and Jan Recker, Green Business Process Management, Springer, 2012, SBN 978-3-642-27488-6

Assigned readings listed on Blackboard.

TECHNICAL REQUIREMENTS FOR COURSE

1. You will need access to a computer with access to the Internet and e-mail software.
2. You need to be familiar or become familiar with using the Internet, email, and Blackboard.
3. You will use an internet browser such as Mozilla Firefox or Internet Explorer to access the course webpage.
4. You will need word processing software. The course assignments posted on Blackboard are either in Word software or Adobe Reader pdf file format. You will need Adobe Reader to open pdf files. You will submit your homework as an attached file.

INSTRUCTIONAL METHODS

The teaching methods used for the course consist of assigned readings and journal papers, recorded lectures, print and audio/video news reports. Students will conduct an on-site interview with a business client for purposes of learning about potential for best sustainable practices.

COURSE SCHEDULE

Week	Module	Assignment
1	Economic Measurement Gross Domestic Product, Economic growth, State of the Global Environment, Ecological economics, Economic sustainability, and Economic development.	See Week 1 File Folder Quiz 1
2	Sources of Market Failure Externalities, Marginal benefit and marginal cost analysis, Pigouvian tax, Environmental regulation, Market-based environmental incentives, Consumer education, Social justice.	See Week 2 File Folder Quiz 2

3	Sustainability Triple Bottom Line (TBL) accounting, Strategies for sustainability, Green marketing management, and Voluntary business environmental management.	See Week 3 File Folder Quiz 3.
4	Climate Change Drivers of climate change, Political debate and public policy, Opportunity cost of climate change, Corporate response to climate change, and Green technologies.	See Week 4 File Folder Quiz 4.
5	Corporate Case Studies Ford Motor Company, British Petroleum, Westpac Banking Corporation, Cisco Systems, Tim Hortons, Campbell Soup Company, and Wal-Mart	See Week 5 File Folder Quiz 5
6	Consumer Behavior Solid waste management, Consumer carbon footprint, Green dot program, Recycling, Fair trade practices,	See Week 6 File Folder Quiz 6.
7	The Future of Sustainability Employment and Business Trends in Sustainability, Threats to economic growth, Corporate greenwashing,	See Week 7 File Folder Quiz 7

COURSE POLICIES

I enjoy working with students premised on the understanding of academic honesty. As a college student I expect you to have the self-discipline and integrity to present your own work.

Cheating of any kind is not allowed and if a first offense is observed will result in a zero for the assignment and your name will be submitted to the Dean of Students. A second offense will result in a grade of F for the course with a recommendation to the Vice Chancellor for Student Services for your dismissal from the University. If you have questions about this policy please contact me.

This syllabus incorporates by reference the *Students' Rights and Responsibilities* listed in the UAF Catalog 2014-2015. See the section *Student Code of Conduct* governing academic honesty and responsibilities.



Academic Integrity

As described by UAF, scholastic dishonesty constitutes a violation of the university rules and regulations and is punishable according to the procedures outlined by UAF. Scholastic dishonesty includes, but is not limited to, cheating on an exam, plagiarism, and collusion. Cheating includes providing answers to or taking answers from another student. Plagiarism includes use of another author's words or arguments without attribution. Collusion includes unauthorized collaboration with another person in preparing written work for fulfillment of any course requirement.

HOW TO CHECK YOUR GRADE

Check your grades by clicking on the 'My Grades' link in the left side of the course website on Blackboard.

EVALUATION POLICIES

Course announcements, assignments, additional readings, and scores will be posted on the course website. Final grades are calculated from the total points earned in the following areas:

Weekly quizzes (200 points)

There are 10 quizzes or homework assignments each scored at 20 points. On-line quizzes are completed using text, assigned readings, lecture notes and are based upon the week's reading assignments.

Paper 1 (100 points)

This paper is a case-study of a corporation's sustainability initiatives. The analysis is conducted using the triple-bottom-line framework and other models for sustainability. You will assess its environmental, social, and financial performance using the tools learned in the course. Papers will be 4 to 5 pages adhering to the guideline listed on the course webpage. The purpose of the paper is to summarize and evaluate the corporation's sustainability practices. The corporation's annual report will be reviewed to identify its environmental best management practices.

Paper 2 (100 points)

This paper is a case-study of a local business. It requires scheduling an on-site visit to a selected business for the purpose of conducting an interview with a decision maker. The purpose of the interview is to learn about the business's produce line and/or service. The goal of the paper is to identify existing sustainability initiatives or to identify potential opportunities for the business to implement green management and sustainability practices.

Final Exam (100 points)

The final exam covers course concepts with application of economic theory and sustainability analysis to environmental issues and business and consumer behavior.

Grade Scale

The following grade scale is used to assign a letter grade:

Percentage of Total Points	Letter Grade		Percentage of Total Points	Letter Grade
97-100	A+		70-72	C-
93-96	A		67-69	D+
90-92	A-		63-66	D
87-89	B+		60-62	D-
83-86	B		Less than 60%	F
80-82	B-			
77-79	C+			
73-76	C			

Calculation of Course Grade

	Item	Total Points	Student Score	Percentage of Total Points
1.	7 Quizzes	200		
2.	Paper 1	100		
3.	Paper 2	100		
4.	Final Exam	100		
	Total	500		$(\text{Student Total} / 500) * 100$

A **No Basis (NB)** grade is recorded if there is insufficient student progress and/or attendance to conduct an evaluation. No credit is given and the NB is not calculated in the student's overall grade point average. This is a permanent grade and may not be substituted for the Incomplete (I). It cannot be removed. I rarely use this.

An **Incomplete (I)** indicates that you have not been able to complete the course during the schedule time. An incomplete is a temporary grade used to indicate the student has satisfactorily completed (C or better) the majority of course requirements but for personal reasons beyond the student's control, such as sickness, has not been able to complete the course during the regular semester. Normally, an incomplete is assigned in a case when the student is current in the class until the last three weeks of the semester. Negligence, indifference, or poor performances are not accepted for assigning an incomplete.

Faculty-initiated Drop or Withdrawal: Class instructors have the right to drop students who do not participate substantially in a course. Faculty-initiated drops submitted through the third Friday after the first day of instruction will be treated as a dropped class and will not appear on any student transcript. The faculty-initiated withdrawal may occur after the third Friday but

before the ninth Friday after the first day of instruction. A grade of W will be recorded on a student's academic transcript.

Assistance on the Assignments: The easiest way to obtain help besides visiting me in person is by email. You should also check the Announcements on Blackboard each day because I may be posting helpful hints for the assignments if there is widespread uncertainty of confusion or answering a student's question to an assignment problem if I think it is relevant for the entire class.

Feedback: The quizzes will be designed to be completed on line using Blackboard. Your score will be recorded in student grades. You can access only your score.

EFFORT AND STUDENT INVOLVEMENT

Although actual hours spent each week will vary between individuals, students should expect to spend an average of 10 hours per week on this course.

EXPLANATION OF W, NB, I GRADES

See University of Alaska Fairbanks Catalog 2014-2015.

Withdrawn (W) indicates withdrawal from a course after the first two weeks of a semester.

No Basis (NB) Instructors may award a No Basis (NB) grade if there is insufficient student progress and/or attendance for evaluation to occur. No credit is given, nor is NB calculated in the GPA.

Incomplete (I) An incomplete is a temporary grade used to indicate that the student has satisfactorily completed (C , 2.0 or better) the majority of work in a course but for personal reasons beyond the student's control, such as sickness, has not been able to complete the course during the regular semester. Negligence or indifference are not acceptable reasons for an incomplete (I) grade.

INSTRUCTOR RESPONSE TIME

I will work to respond to your email within a 24 hour interval. You are always welcome to send me a reminder if I have not responded. It helps me if you will indicate the course as MBA693 in the subject line and introduce yourself as a student enrolled in the online Economics of Sustainability course.

SUPPORT SERVICES

UAF Writing Center

The Writing Center is a student-staffed, student-oriented service of the English Department. Tutors can assist you in all phases of the writing process, including the following: brainstorming and generating topics, organizing ideas, developing research strategies, use of citation styles



(MLA, APA, and Chicago), and editing for clarity and correctness. Tutors collaborate with each student on a one-to-one basis in any phase of the writing process: planning, drafting, or revising. They also help writers discover ways of improving grammar, mechanics, and punctuation.

<http://www.alaska.edu/english/writing-center/>

Phone: (907) 474-5314

UAF Help Desk

Click here (<http://www.alaska.edu/oit/>) to see about current network outages and news. Reach the Help Desk at:

E-mail at helpdesk@alaska.edu

Phone in the Fairbanks area is 450-8300 and outside of Fairbanks is 1-800-478-8226

DISABILITIES SERVICES

The **UAF Office of Disability Services** operates in conjunction with UAF eLearning. Disability Services, a part of UAF's Center for Health and Counseling, provides academic accommodations to enrolled students who are identified as being eligible for these services.

If you believe you are eligible, please visit their web site

(<http://www.uaf.edu/apache/disability/>) or contact a student affairs staff person at your nearest local campus. You can also contact Disability Services on the Fairbanks Campus by phone, 907-474-7043, or by e-mail (fydso@uaf.edu).

