



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
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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.

COURSE GOALS

1. Expose students to the macroeconomic measures and drivers of the economy and economic growth, and business cycle.
2. Introduce students to alternative economic growth measures, ecological economics, and indicators of current global and national environmental conditions.
3. Teach the basic axioms of sustainability as applied to business.
4. Identify trends for employment in economic and business sustainability and emerging issues.

STUDENT LEARNING OUTCOMES

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 |
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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 | | (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).

