UNIVERSITY OF WISCONSIN OSHKOSH

ES 450 Environmental Management
Fall 2013

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COURSE DESCRIPTION: This course is designed to introduce you to the issues at the intersection of business and the natural world. It will analyze how daily and long-term business decisions in the supply chain impact and are impacted by natural consequences. It will also explore the increasingly important social portion of the triple bottom line equation. Rather than looking at these issues in a "gloom and doom" context, we will emphasize the solutions necessary to move the planet towards a sustainable economy.

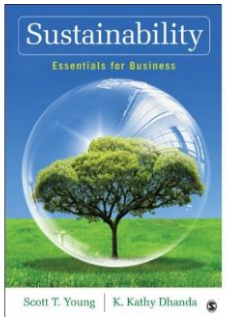
This is a hybrid class, and as such, some class sessions will be online. When we are in class, each day may find a lecture, video, group discussion, individual presentation or guest speaker. Consequently, class meetings will not always be in the traditional sense, some will be in the regular classroom, and some will utilize the online format of D2L and breakout rooms in Sage.

COURSE OBJECTIVES: At the end of this course, you should be able to:

- Describe the process implications of daily and long term decisions on the environment and social issues both locally and globally
- Explain the Triple Bottom Line concept of corporate strategy
- Discuss current issues in sustainability; and
- Critically assess a business' sustainability footprint based upon publicly available information.

COURSE DESCRIPTION: The course will begin with an introduction of the state of our present economy and population pressures on our world. Next, the course will address global challenges faced by our society followed by specific challenges faced by businesses. By the sixth week, the course will steer towards business solutions – both ecological and market-based - to address these concerns. Some models like triple bottom line and natural step will also be addressed in these solutions. The course will conclude with discussions on looking towards a sustainable future wherein numerous ideas come together such as re-design of neighborhoods, building hydrogen and solar base, climate solutions, market and government solutions. This is a hands-on course in which you will be required to do much introspection, reading, and group discussion. The D2L course site will keep you abreast of course events, assignments and discussions.

COURSE MATERIALS: The following text is required for the course:



Sustainability: **Essentials for Business**, Scott Young and K. Kathy Dhanda, Sage, 2013.
ISBN-13: **978-1412982849**

I selected this book because the authors each bring a world of practical experience and different perspectives to the highly complex, highly polarized topic of sustainability. It is supplemented with a selection of readings from current and historical literature. I hope you find the book and articles to be challenging, interesting and inspiring- leading to great discussion here and in the future as you become more knowledgeable about how to help your organization deal with the challenges of sustainable value creation.

STUDENT EXPECTATIONS

DISCUSSION: Students are expected to participate regularly in discussions (in class and online) and to offer contribution to the mix without negatively impacting others with personal viewpoints and unsubstantiated content. When you enter a discussion, it helps tremendously if you respond to the previous comments. You should also strive to support your positions with references to articles and/or videos that we can access (you may send them to me before class or post them in the online discussion areas). Note that I will provide a mid-term assessment (25 pts) after week 4. The final discussion grade will be worth an additional 75 points.

Discussion is a **subjective assessment** based upon the following discussion rubric:

DISCUSSION RUBRIC

	Unacceptable	**Poor**	**Proficient**	**Exemplary**
Self Direction	Does not respond to peers without prompting; rarely participates	Occasionally meets minimum standards; often late; needs frequent reminders	Responds timely to peers; completes all requirements; nominal encouragement needed	Responds promptly to peers, frequent participation; completes early; no prompting needed
Contribution	When participates, posts casual responses that do not add to the discussion content	Minimal responses; does not contribute additional information or further the discussion topic	Posts are on topic with proper references; adds content to discussion	Posts are on topic, well constructed and add to content and discussion; appropriate use of 2 or more references
Development	Ideas are poorly developed with little or no connection to the topic	Poor connection to topic; some common expression of ideas	Clear opinions and ideas with connection to topic	Clear, specific ideas and opinions; well organized and a direct connection to topic

Writing	Poor grammar, poor organization, improper or no use of terms	Some poor grammar usage; improper use of terms	Minimal errors noted; organized with appropriate use of terms	Correct grammar; organized, well articulated posts; knowledgeable use of terms

REPORTS: A research paper on a specific environmental or social issue is required. The report is to be no longer than 10 pages, not inclusive of title page, appendices and references. Topics must include planetary and regional impact assessments along with alternative courses of action for resolution. A risk assessment of impact on local and global operations is also required.
A second report is required and is a group project assessment of organizations in the region. You will be supplied with an assessment tool (Regional Sustainability Index) and will be asked to write an in-depth report for each of the firms assigned to your group. A group peer assessment will be done also.

EXAMS: Two exams will be given; format is short answer essay and multiple-choice. Coverage will be inclusive of readings, your papers, current events and discussions. Grade will be based upon thoroughness of coverage and clarity of your writing.

INSTRUCTOR EXPECTATIONS

I typically access the online D2L site daily and on most weekends. I can most easily be reached via email and will endeavor to respond as soon as possible. I will monitor discussion regularly in D2L. Discussion of current events in addition to the regular reading material will play an ongoing part in the understanding you gain about the impact of sustainability on business strategy and operations.

COURSE FORMAT: You are expected to utilize the library and on-line resources extensively for your research and for class discussion. Class will consist of presentations, videos and discussions based upon assigned readings each week and current events as they occur.

GRADING POLICY:
Grades will be assessed using a variety of methods. As with any course, your level of participation on a regular basis is critical to your successful understanding and completion of the course. The research for the discussions will require that you utilize web based search engines, and university library resources in addition to just the text. The exams are designed to assess student your mastery of the reading material and topical discussions. Scoring is as follows:

Discussion (online+ in-class)	100
Reports	200
Exams	200
Total	**500 Points**

COURSE GRADES:

Grade	Percent	Points
A	94%	≥470
A-	90	450
B+	88	440
B	82	410
B-	80	400
C+	78	390
C	72	360
C-	70	350
D	60	300
F	<60	<300

ACADEMIC HONESTY POLICY

Students involved in cheating and plagiarism will be subject to the maximum penalties permitted in the Student Discipline Code. In laymen's terms, if in doubt, use a reference or ask me what is required-don't put yourself in a position to be accused of plagiarism.

Course Calendar and Outline

Week	Date	Topic	Readings
1	Sept. 4	Introduction: Sustainability & Business Air and Climate	Introduction Chapter 1
2	Sept.11	Water Agriculture and Food Video: Flow	Chapter 2 Chapter 3
3	Sept.18	Online: COB Networking Night Agriculture and Food The Forests, Wildlife, Biodiversity	Chapter 3 Chapter 4
4	Sept.25	Alternative Clean Energy	Chapter 5
5	Oct. 2	Exam 1	
6	Oct. 9	Sustainable Strategies & Models I: The Natural Step, Industrial Ecology, Biomimicry Sustainable Strategies & Models II: Cradle To Cradle (C2C), Life Cycle Analysis	Chapter 6
7	Oct. 16	Role of Consumer	Chapter 7
8	Oct. 23	Role of Corporation	Chapter 8
9	Oct.30	Governments & NGOs	Chapter 9
10	Nov. 6	Transparent Reporting Carbon Markets	Chapter 10 Chapter 11
11	Nov. 13	Designing Sustainable Cities	Chapter 12
12	Nov. 20	Green Marketing	Chapter 13
	Nov. 27	No class- Thanksgiving	
13	Dec. 4	RSI Project Discussion	
14	Dec. 11	Exam 2	

Note: We may revise the schedule to take advantage of campus events or guest speakers-the date of their presentation and scheduled topic will be given via D2L.