CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2024	**COURSE NO:** BADM 385	
INSTRUCTOR:	**COURSE TITLE:** Business and Sustainability	
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS:** 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. May be offered online or mixed mode. As an experiential course, in addition to lectures and class discussions, students will be engaged in a project with a local business or community organization.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework; OR 6 NABU credits

CALENDAR DESCRIPTION

In today's rapidly changing global landscape, businesses play a pivotal role in shaping a sustainable future. This course introduces students to sustainable business strategy, specifically how sustainability can be a strategic differentiator that can lead to improved environmental, social and financial performance. This course delves into the essential principles and practices of sustainability as defined by the United Nations (UN) and other organizations. Throughout the course, participants will apply sustainability principles to real-world business scenarios.

REQUIRED TEXTS AND/OR RESOURCES

Specific texts, resources and technology will vary depending on term and instructor. The course may make use of an assigned textbook, instructor prepared courseware or readings made available as Open Educational Resources (OER).

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:

1. Investigate business strategies for reducing environmental impact, including energy efficiency, waste reduction, and sustainable resource management.
2. Explore various sustainability reporting frameworks and measurement tools to assess and communicate an organization's transparency and sustainability performance.
3. Evaluate the economic impact of new sustainability technologies and initiatives.
4. Examine the diverse cultural, spiritual, and traditional perspectives of Indigenous peoples regarding sustainability, environmental stewardship, and interconnectedness with nature.
5. Build a business case for a sustainability strategy utilizing the UN Framework for Sustainable Development Goals and/or other organizational guidelines.

COURSE CONTENT

Week	Topic
1	Introduction to sustainability Historical context and evolution of sustainability in business
2	Overview of the United Nations' Framework for Sustainability Indigenous approaches to sustainability
3	Economic benefits of sustainability and new theories of economics Sustainability as competitive advantage and market differentiation
4	How businesses can align with and contribute to the framework Sustainable business models (e.g., circular economy, cradle-to-cradle) and Business Case for Sustainability
5	Various sustainability reporting frameworks (e.g., GRI, SASB, ISO 14000 series) Key performance indicators (KPIs) and measurement tools
6 - 7	Energy efficiency and renewable energy Sustainable resource management (water, materials) Waste reduction and recycling
8	Responsible sourcing and ethical procurement Supply chain transparency and traceability
9	Overview of environmental laws and regulations Compliance and risk management
10	Green marketing and sustainable branding strategies Consumer awareness and expectations
11	Sustainable investment and financing options ESG (Environmental, Social, and Governance) criteria
12	Understanding the role of businesses in shaping public policy and advocating for sustainable practices Incorporating Indigenous perspectives into environmental policies, conservation efforts, and sustainability initiatives
13	Exploring the latest trends, technologies, and innovations in sustainability Future outlook for sustainable business practices
14-15	Personal reflection due

EVALUATION PROFILE

Assessment	Weight	Learning Outcome
Case analyses – (I)*	40%	1, 4, 3
Case Analyses – (T)**	15%	1, 4, 3
Group project: Sustainability plan (T)	30%	2, 5
Personal reflection on future of sustainability (I)	15%	2

*Note: No one assignment will be more than 35% without prior approval from the Dean.
** (I) is individual and (T) is team*

Case Analyses: Students will analyze and evaluate case studies and current events related to energy efficiency, waste reduction, sustainable resource management, and other sustainability related topics using various frameworks.

Group project: Sustainability Plan: In small teams, students will collaborate with a real company to develop a tailored sustainability plan utilizing the UN Sustainability Framework or other framework discussed in class. They will design, implement, and assess sustainability initiatives and provide recommendations for measuring their impact on environmental, social, and economic aspects.

Personal reflection: Students will prepare reflection piece on their vision for the future of sustainability exploring emerging trends, innovative technologies, and their personal role in fostering a more sustainable world.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.
*** Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:
https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.