

BA 545: Survey of Business Sustainability On Demand

Instructor: Jim DeCesare
Email: james.decesare@wku.edu (preferred)
Office hours: By Appointment

Course Descriptions and Objectives

This course explores business strategies in response to (and anticipation of) threats and opportunities created by the sustainability movement. The overarching goal of this course is to provide a comprehensive overview of the core concepts, strategies, and practices of sustainable business.

This course approaches sustainability from the unique perspectives of business administration, strategy, ethics, organizational behavior, operations, and marketing. Emphasis will be placed on innovative business practices created by sustainability efforts.

Upon completion of this course, students will be able to:

- Discuss the topics of sustainable business and debate the roles of business and sustainability
- Recognize the business risks and opportunities created by globalization
- Discuss how individual actions can be enhanced through collaborative efforts, organizational development, and change initiatives

Course Textbooks and Reading Materials

Strategic Sustainability: A Natural Environmental Lens on Organizations and Management, 1st edition by Daniel Fogel. Published by Routledge. ISBN: 1138916579.

Blackboard

Course information, handouts, grades, PowerPoint presentations, links to websites, etc. will be available on the Blackboard site for this course.

Course Evaluation

Exams (4@ 100 points)	400
Learning Journal (4@50)	200
Course Project	400
TOTAL POINTS	1,000

All grades will be expressed in terms of percentages, with:

90%+ = A 80–89% = B 70–79% = C 60–69% = D Below 60% = F

Grading Elements

Exams (400 points): The four exams, each worth 100 points, will include practical application of course materials. Questions will be based on class readings and other class assignments. These questions will be of two types: (a) questions assessing your understanding of course concepts, and, (b) questions assessing your ability to integrate and apply the basic concepts, processes, and issues covered in the course.

Learning Journal (200 points)

For each module you will prepare a learning journal entry in an electronic Learning Journal on Blackboard. Your entry will contain two parts. The first part is an overall summary of the materials in the module. The second part is your reflection of the material. Information about the requirements is posted on Blackboard.

Course Project (400 points)

The overall purpose of the semester project is for each student to explore a sustainability-related topic of personal interest using design thinking and to create some plan of action to advance the efforts of sustainability. There are four main components of the project.

(1) Research Paper; (2) Action Plan; (3) Analysis; and (4) Presentation. Specific details of each element will be posted in the Assignment area on Blackboard.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

The instructor reserves the right to modify this syllabus as needed.