



UNIVERSITY OF MASSACHUSETTS Dartmouth

MGT 690: Special Topic: Sustainable Business Development

On Line Course Outline Summer 2010

Course Prescription

Sustainability is the study and application of knowledge about how, individuals, and/or institutions direct the course of an organization or community in ways that restore and enhance; human, natural, manufactured, and financial capital to generate stakeholder value and contribute to the well-being of current and future generations.

Students in this course will review the concept of Sustainability, Climate Change and Environmental Challenges, systems Thinking/Systems Analysis, "Natural" Systems and Function, Human Interactions with Natural Systems, Ethics, and Values.

Goals of the Course

In order to create sustainable communities and enterprises leaders need to understand the concepts, principles, and practices associated with sustainable practices.

Learning Outcomes

1. To critically review the fundamental concepts, principles and practices of Sustainability.
2. To explore the complexities of managing sustainably in a globally integrated economic, social and physical environment.
3. To develop skills related to leadership, team development and conflict resolution.
4. To review and understand the use of problem solving skills in individual, group, and team situations.
5. To further develop skills required to effectively communicate coherent written and oral presentations to important stakeholders.

Competencies

- 1 The student will be introduced to:**
 - a. Diagnostic tools for enhancing awareness of issues relating to sustainability.
 - b. The issues of ethical behavior, leadership and diversity for a modern sustainable economy.
- 2. The student will understand:**
 - a. Why and how sustainable diagnostic tools improve sustainable development.
 - b. The skills and abilities related to power, influence, and leadership and their importance to sustainable development.
- 3. The student will be able to:**
 - a. Undertake a sustainability audit for a community or organization.
 - b. Generate, select and refine options for a community or organizational sustainable management plan.
 - c. Present written and oral sustainable management reports.

Content Schedule

Teaching Session: Week	Subject	Readings/activities	Learning Outcomes
1. 7/7	Introduction	a. <i>critically review:</i> Harris J.M (2000) "Basic Principles of Sustainable Development" b.. Introductions/expectations c. Nature of Sustainability	1,3
2. 7/9	Sustainable Economy Challenge	<i>critically review:</i> Kates,Parris and Leiserowitz "What is Sustainable Development? Goals, Indicators, Values and Practice." <i>reading log 1 due</i>	2,3,4
3. 7/12	Climate Change Challenge	<i>critically review :</i> Climate Change and the Global Water Crisis: What Businesses need to know and do. (May 2009) <i>reading log 2 due</i>	2,3,4
4. 7/14	BioCultural diversity Challenge	<i>critically review :</i> a. Maffi "Biocultural Diversity and Sustainability" <i>reading log 3 due</i>	1,2,3,4,5
5. 7/16	Green Jobs Challenge	<i>critically review:</i> a. Pollin et al "Green Recovery" <i>reading log 4 due</i>	1,2,3,4,5
6. 7/19	Energy Challenge	<i>critically review:</i> EREC "The Energy Revolution" <i>reading log 5 due</i>	1,2,3,4,5
7. 7/21	Green Chemistry Challenge	<u>Assignment #1</u> <i>critically review:</i> a. Heine "Sustainable materials and green chemistry" <i>reading log 6 due</i>	1,2,3,4,5
8. 7/23	Food Challenge	<i>critically review:</i> Hodges "Cheap food and feeding the world sustainably" <i>reading log 7 due</i>	1,2,3,4,5
9. 7/26	Forestry Crisis	<i>critically review:</i> Streck, C. and Scholz, S. "The role of forests in global climate change: whence we come and where we go" <i>reading log 8 due</i>	1,2,3,4,5
10. 7/28	Urban Sustainability Challenge	<i>critically review:</i> Kazimee "Sustainable urban design paradigm" <i>reading log 9 due</i>	1,2,3,4,5
11. 7/30	Population challenge	<i>critically review:</i> Clay and Reardon "Population and Sustainability" <i>reading log 10 due</i>	1,2,3,4,5
12. 8/2	Natural-capitalism Challenge	<i>critically review:</i> Senge "Systems thinking primer for Natural Capitalism" <i>reading log 11 due</i>	1,2,3,4,5
13. 8/4	Sustainable Business Transition challenge	<i>critically review:</i> Porter and van der Linde "Green and Competitive: Ending the Stalemate" <i>reading log 12 due</i>	1,2,3,4,5
14. 8/6	Test		1,2,3,4,5
15. 8/10	Group Reports		1,2,3,4,5

Learning and Teaching

As a general foundation course it is intended that teaching will integrate and draw on the core competencies of the interdisciplinary field of sustainability.

The course will commence by introducing students to the framework and challenges of sustainable. Students will then examine how sustainable development is multifaceted and reliant on a holistic approach to challenges. This will be achieved by on line materials, discussion, individual assignments, group report and a test.

Teaching Staff:

Dr Garry Clayton - Course Coordinator

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Course readings:

a. *Recommended Text:*

There is no set text for the course, but the publications of the Earth Policy Institute at: <http://www.earth-policy.org> will provide useful guidance.

In particular; Lester R. Brown, Eco-Economy: Building an Economy for the Earth (W.W. Norton, 2001; available on the web in pdf form at:

http://www.earth-policy.org/Books/Eco_contents.htm

b. *Articles:*

i. Harris J.M (2000) "Basic Principles of Sustainable Development"
Global Development and Environmental Institute Working Paper 00-04 June 2000
available on the web in pdf form at:

http://ase.tufts.edu/gdae/publications/Working_Papers/Sustainable%20Development.PDF

ii. Kates,R.W ,Parris, T.M. and Leiserowitz, A.A (2005) "What is Sustainable Development?Goals, Indicators, Values and Practice." pages 8–21 available on the web in pdf form at:

http://www.hks.harvard.edu/sustsci/ists/docs/whatisSD_env_kates_0504.pdf

iii. UN Global Compact Climate Change and the Global Water Crisis: What Businesses need to know and do. (May 2009) available on the web in pdf form at:

http://www.unglobalcompact.org/docs/issues_doc/Environment/ceo_water_mandate/UNGC-PI_climate-water_whitepaper_FINAL.pdf

iv. Maffi, L (2007) "Biocultural Diversity and Sustainability"
available on the web in pdf form at:

<http://www.terralingua.org/publications/Maffi/18-Pretty-Ch18.pdf>

v. Pollin, R., Garrett-Peltier,H., Heintz,J., Scharber ,H., Batten ,K. and Hendricks, B.(2008) "Green Recovery A Program to Create Good Jobs and Start Building a Low-Carbon Economy"
available on the web in pdf form at:

http://www.americanprogress.org/issues/2008/09/pdf/green_recovery.pdf

vi. European Renewable Energy Council (EREC) (2007) "The Energy Revolution" available on the web in pdf form at:

<http://www.greenpeace.org/raw/content/australia/resources/reports/climate-change/energy-r-evolution-a-sustain.pdf>

vii. Heine,L. (2007) "Sustainable materials and green chemistry"
available on the web in pdf form at:

http://mhest.com/spotlight/green/articles/SustainableMaterialsGreenChemistry_Sample.pdf

viii. Hodges, J “Cheap food and feeding the world sustainably” in *Livestock Production Science* 92 (2005) 1 –16 available on the web in pdf form at:

<http://www.usask.ca/research/communications/hodges/LPSCheapFood.pdf>

ix. Streck, C. and Scholz, S. “The role of forests in global climate change: whence we come and where we go” in *International Affairs* 82: 5 (2006) 861–879 available on the web in pdf form at:

http://www.gppi.net/fileadmin/gppi/Streck_Scholz_2006_Forests_Global_Climate_Change_3_.pdf

x. Kazimee , B. A “Sustainable urban design paradigm: twenty five simple things to do to make an urban neighborhood sustainable “available on the web in pdf form at:

<http://www.arch.wsu.edu/08%20people/pullman%20faculty/bashir%20kazimee/kazimee-scholarship/Kazimee-Paper%203.pdf>

xi. Clay, D.C. and Reardon, T. “Population and Sustainability: Understanding Population, Environment, and Development Linkages” available on the web in pdf form at:

http://www.aec.msu.edu/fs2/rwanda/sust_pop.pdf

xii. Senge,P. “Systems thinking primer for Natural Capitalism” (Draft) available on the web in pdf form at:

<http://sustainabilityinstitute.org/pubs/NatCapPrimer.pdf>

xiii. Porter, M, van der Linde, C (1995): *Green and Competitive: Ending the Stalemate*” Harvard Business Review; September/October, pp. 120–134 available on the web in pdf form at:

http://www.wv.uni-magdeburg.de/bwl2/Lehre/L-Puppim/Porter_vdLinde.pdf

Assessment

Students will be required to complete 10 reading logs worth 10% of the final grade (1% each), an individual assignment worth 30 % of the final grade; a group report worth 30% of the final grade; and take a take home test worth 30% of the final grade.

Activity	Type	Learning Outcome	% course mark
Reading logs	Individual	1,2,3,4,5	10%
Assignments:			
1.	Individual (1500 word essay)	1,2,3,5	30%
2.	Group report	1,2,3,4	30%
Test	Individual 2 hours	1,2,3,4,5	30%

Reading logs:

For at least ten of the weekly readings you are required to post a “log” on line. While there is no format for the critically review the following questions will help guide you:

- a. what is the objective of the author/s?
- b. how does the author/s propose to achieve their objective?
- c. what did the author/s actually do?
- d. what do the author/s say they found out?
- e. what do these key points mean to me?
- f. what are the important cross references to other topics and readings in the course?

Assignments:

1. In what ways do the concepts of “sustainability and sustainable development” challenge and enhanced “orthodox” economic theory? (due 7/21/2010)
2. Co-write a sustainability report/audit that critically evaluates the strategic sustainability options for a designated community or enterprise. (due 8/10/2010)

Test:

The test will be a take home, essay style open book expected to take 2 hours. (due 8/6/2010) It will require students to demonstrate in integrated answers a mastery of the learning outcomes set.

Program and Course Advice

Students are required to critically examine sustainable managerial practices within the United States and globally. In particular it is expected that they will become familiar with the policies and practices of organizations and communities recognized for their leadership of the "Sustainability Movement".