

**SUSTAINABLE ENTERPRISES
MGMT 3023/5023**

FALL 2013

PROFESSOR: Dr. James M. Pappas, College of Business, 321
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WEB SITE: Desire 2 Learn (D2L)

COMMUNICATION: Please use the Discussion Boards on D2L. If the communication is about a private issue, please email the appropriate teaching assistant.

TEACHING ASSISTANT: TBA

COURSE OBJECTIVES:

This course introduces the student to the basic principles of corporate sustainability. These concepts are applicable to all types of business – small or large, new and old, global as well as nonprofit. We will focus on the intersection of business, government, society and the environment and explore new avenues of long-term corporate growth. The material covered will be relevant to you, regardless of your career objectives. Hopefully, you would get practice at developing your critical thinking skills and maybe you will think about business opportunities from a new angle.

REQUIRED MATERIALS:

Text: Young, Scott T. and Dhanda, Kathy K, “Sustainability: Essentials for Business”, Sage: Los Angeles 2013.
ISBN: 978-1-4129-8284-9

<http://www.amazon.com/Sustainability-Essentials-Business-Scott-Young/dp/1412982847>

COURSE REQUIREMENTS:

This course is offered as a 3000-level course for undergraduates and as a 5000-level course for graduate students. Please note which assignments are for graduate students and which are for undergraduates!

Fortune 100 (50 points) – All Students

All students will select a unique Fortune 100 company at the beginning of the class. You will be expected to keep an eye on this company throughout the course especially for concepts we discuss in the book. Each company will have specific data with regard to sustainability and I will ask for various elements of that during the course. I may also offer extra credit points that pertain to your company as well.

Midterm Exam (100 points) – All Students - The midterm will be on Chapters 1-9 of the book

Final Exam (150 points) – All Students - The final will be cumulative (emphasizing Chapters 10-13)

Critical Analysis Exercises (50 points each, ONLY do 2 out of 3) – All students

I will have three short critical analysis exercises for the course. They will typically be a quick response to a small article, case, or video. You will be graded on the quality of your argument and NOT on whether it’s “right or wrong”. Critical papers should have a balance of thought and some deeper level of analysis

Case Write-Up (100 points) – All students

Case Write-ups are longer in length and more difficult. I will try to provide some help on these assignments and students will be allowed to pass in rough drafts at certain points if they would like feedback (schedule permitting)

Case Write-Up (150 points) – Graduate students only

This case-write up will be challenging. Graduate students are allowed to work in groups up to 4 students if they choose. Working in a group will increase the expectation, of course!

As you can see below, undergraduate students will be evaluated on 500 Points (A=450-500, B=400-449, C=350-399, D=300-349) and graduate students will be evaluated on 650 points (A=585-650, B=520-584, C=455-519, D=390-454).

Please note: OSU's policy for Academic Integrity

<http://academicintegrity.okstate.edu/ai-sanction.htm>

Some violations of the Academic Integrity Policy include (but are not limited to):

- Copying a few sentences from an internet site without proper citations
- Signing an attendance roster via clicker for a person to avoid being counted absent
- Turning in work conducted by someone else

We will enforce the OSU Academic Integrity Policy. Please conduct yourself in a professional manner and avoid shortcuts!

Please refer to the [Syllabus Attachment](#) for details on important dates and OSU policies (e.g. final exams, attendance). [HTTP://OSU.OKSTATE.EDU/ACADAFFR/AA/PDF%20FILES/SYLATFA.PDF](http://OSU.OKSTATE.EDU/ACADAFFR/AA/PDF%20FILES/SYLATFA.PDF)

TOPICAL COURSE OUTLINE

WEEK OF	Reading	Video Lectures	Assignments
10/14	Intro, Chapters 1-2		
10/21	Chapters 3-5	CH 1-2	Analysis #1
10/28	Chapters 6-7	CH 3-5	Analysis #2
11/4	Chapters 8-9	CH 6-7	CASE 1
11/11	Chapters 10-11	CH 8-9	Midterm
11/18	Chapters 12-13	CH 10-11	Analysis #3
11/25		CH 12-13	CASE 2
12/2			Final

The professors reserve the right to add to or delete from this schedule, as changes may be necessary to accommodate time constraints. Any changes will be communicated with students during classes or via email.