SEMESTER AT SEA COURSE SYLLABUS

Summer 2013  
Discipline: Business/Commerce  
SEMS 3500-104: Managing Global Sustainability  
Division: Upper  
Faculty Name: Todd Shank

**Pre-requisites:** Basic Principles of Economics (micro and macroeconomics)

**COURSE DESCRIPTION**

In general, this course examines how to use business to improve the world. Specifically, it is designed to help students understand both “how” and “why” an organization’s sustainability performance impacts its own well-being and that of the greater external environment. This requires a student to become well versed in the ways in which sustainability concepts are connected across the functional silos of business. This learning will occur via short introductory lectures on each concept, group discussions and experiential learning exercises dealing with business sustainability.

**COURSE OBJECTIVES**

** Examine the extent, and apply the concept of sustainability in global organizations from a management perspective.

** Explore the specific relevance of sustainability within and among the common functional silos in a corporation (Accounting, Finance, Marketing, Strategic and Human Resource Management).

** Identify and apply the methods of how a business measures its sustainability output and the role of this output in a firm’s overall performance.

** Define the role of sustainability reporting in providing feedback to organizational stakeholders and analyze the effect stakeholders and the public may have on the organization.

** Describe the unique role of ethics and corporate governance in an organization’s sustainability efforts and identify how it may be applied across the organization.

**REQUIRED TEXTBOOKS**

**AUTHOR:** Giselle Weybrecht  
**TITLE:** The Sustainable MBA: The Manager’s Guide to Green Business  
**PUBLISHER:** John Wiley and Sons  
**ISBN - 10:** 0470741147 | **ISBN-13:** 978-0470741146
DATE/EDITION: (2010)/1st Edition  COST: $30

TOPLICAL OUTLINE OF COURSE

SESSION #:

[1] Course Overview /Syllabus / Field Lab Projects
   Lecture Topic: “What is Sustainability?”
   Reading assignment: Chapters 1 and 2 in Weybrecht

   Reading assignment: Chapters 3,4,5 in Weybrecht

[3] Special Topics Discussion: “The Case for Business Sustainability”

   Reading assignment: Chapter 7 in Weybrecht

[5] Special Topics Discussion: “Black Gold”

   Reading assignment: Chapter 8 in Weybrecht

[7] Special Topics Discussion: “A Passion for Sustainability”

[8] Lecture Topic: “Ethics and Corporate Governance”
   Reading assignment: Chapter 9 in Weybrecht

[9] Special Topics Discussion: “Enron: The Smartest Guys in the Room”

[10] Lecture Topic: “Sustainability and Accounting”
   Reading assignment: Chapter 6 in Weybrecht

[11] MID TERM EXAM:
    (CHAPTERS 1-9 AND ALL CLASS/LECTURE DISCUSSIONS)

[12] Special Topics Discussion: “The Corporation”


   Reading assignment: Chapter 10 in Weybrecht

   Reading assignment: Chapters 15 and 16 in Weybrecht
Special Topics Discussion: “Made in Asia: Cheap, Fast, and Fair?”

Lecture Topic: “Sustainability and Marketing”
Reading assignment: Chapter 1 in Weybrecht

Special Topics Discussion: “Food, Inc.”

Lecture Topic: “Sustainability, Operations, and Human Resources”
Reading assignment: Chapters 12 and 13 in Weybrecht

Special Topics Discussion: “Wal Mart: The High Cost of Low Price”

Lecture Topic: “Sustainable Corporate Strategies”
Reading assignment: Chapter 14 in Weybrecht

Lecture Topic: “Individual Contributions to a Sustainable World”
Reading assignment: Chapters 17 and 18 in Weybrecht

FINAL EXAM: (CHAPTERS 10-18, AND ALL CLASS/LECTURE DISCUSSIONS)

*** The individual chapters above are found in the Weybrecht text and the class discussions will be in the form of either class handouts or material found in sustainability articles, videos, and web portals.

*** There will also be occasional homework assignments requiring you to respond to review questions distributed for each of the video documentaries used in the course. Here, students will summarize sustainability concepts related to a particular functional area (Accounting, Finance, Marketing, Human Resources) of a corporation that is emphasized in the video. These are non-graded assignments but will be discussed during our class time.

METHODS OF EVALUATION

DETERMINATION OF FINAL GRADE:

2 Exams at 100 points each 200
1 Field Lab Report 100
5 quizzes @ 10 each 50
Class Attendance and Participation 100
TOTAL POSSIBLE POINTS 450

GRADING SCALE BASED ON TOTAL POINTS EarnED:
A: 405-450
B: 360-404
C: 315-359
GRADED COURSE COMPONENTS:

[1] EXAMS:
There will be two, in-class, non-comprehensive exams (a Mid-Term and a Final) given during the semester which will consist of 25 multiple choice questions related to the solving of quantitative problems, course concepts and theories, and any assigned readings from the *Wall Street Journal* and the *Economist*. These exams will cover the lectures, all assigned chapters in the text, readings, and all class discussions of current topics. NO MAKEUP EXAMS WILL BE GIVEN. If a student misses an exam, the weight of the missed exam will be added to that of the final exam. Students missing an exam will take a modified final exam of the same length that includes material from that of the missed exam. Any Student that intends to miss the mid-term exam must notify the instructor 24 hours prior to the day the exam is scheduled.

[2] REQUIRED FIELD LAB: Civitavecchia, Italy
July 24, 2013 (First Day in Port) 9am-5pm

“EXPLORING SUSTAINABLE BUSINESS IN ITALY”

Visit the Montalto di Castro solar park, the largest renewable energy installation in Italy. Built by a US firm, managed by a Swedish company headquartered in Switzerland and located in Italy: it is a true multinational effort. We will hear presentations from the firm’s chief executive officer and senior operations manager. After our visit, we will travel one hour to an organic vineyard in Tarquinia, where we will explore a local small business that has adopted sustainable business practices, and have lunch at the winery. The owners of the vineyard will discuss the business implications of offering a consumer product that is certified as organically produced and how that can be used as a competitive business strategy.

**Academic Objectives:**

1. Discuss the costs and benefits of renewable energy sources and their usage in the Euro Zone
2. Evaluate solar energy as a renewable source for businesses and consumers
3. Explore the operations of a local sustainable business, an organic vineyard, and discuss the costs and benefits of using sustainable practices in producing wine.

**Associated Assignments:**
Students will visit two local organizations in Italy in order to discover how and why these organizations promote sustainable business practices and economic development. Students will be expected to use information obtained from our in-port discussions with representatives from each
organization to analyze the advantages and disadvantages of sustainable strategies relating to
business and the economy. Students are also encouraged to use their in-port observations during
activities in ports not directly associated with this Field Lab.

Specifically, Students will be required to turn in a brief written analysis (3-6 pages single-
spaced, typewritten) that addresses each of the following:

[a] Provide data and information on (1) the use of renewable energy in the Euro zone and
compare the extent of the use of solar energy here to the extent this type of energy is used in
the U.S., and (2) the use and adoption of organically produced products in European
consumer markets compared to U.S. consumer markets.

[b] Provide an analysis of the reasons why you believe the differences you observed in [a]
above exist. This analysis should consider the costs and benefits of the use of renewable
energy, and the cost and benefits of the use of organic consumer products, in the European
Union.

[c] Provide an overall assessment of the future of business sustainability based on your in-port
observations and research, and following the “Triple Bottom Line” framework covered in the
course.

[3] IN-CLASS QUIZZES:

There will be 6-7, unannounced quizzes given at the beginning of selected class
meetings that will be based on either the assigned reading material from the text for that
class and/or the discussion from our prior class meeting. There are no make-up quizzes, but
I will count only your five highest quiz scores in determining your total points at the end of
the semester. Each quiz will consist of five short-answer or fill-in-the-blank questions, and
each question will be worth two points. Therefore, the total possible points that can be
earned on each quiz is 10 points as noted in the “Determination of Final Grade” above.

[4] ATTENDANCE AND PARTICIPATION:

Students are expected to read assigned chapters and readings BEFORE coming to class on
the day that they are assigned so that they are prepared to discuss the material in class. If you find
that you do not understand any of the material or need help, please feel free to make an appointment
to meet with me or email me so that I can help you or answer any questions.

Class attendance and preparation for class is also expected. This makes your participation in
class discussions easier and also makes for a more interesting class meeting. A grading rubric that I
will use to assess your class participation will be distributed on the first day of class.

Attendance will be taken at each class meeting and your participation will be periodically
noted. I will use your participation and attendance in awarding your Class Attendance and
Participation points as noted above. Any student missing MORE THAN TWO classes during the
semester will not have their final grade curved should any curve be given when final course
grades are determined.

[5] PROFESSIONAL BEHAVIOR:

Professional behavior is expected at all times. During our class meetings, all cell phones, pagers, and electronic devices must be turned off or muted. Laptops may be used only for taking notes. Disruptive behaviors will not be tolerated and include excessive talking, sending or receiving phone text messages in class, and continuously arriving late/leaving early.

RESERVE LIBRARY LIST


ELECTRONIC COURSE MATERIALS

ARTICLES TO BE DETERMINED AS RELEVANT AND TIMELY AT THE TIME OF THE VOYAGE: Prefer Library to have subscribed to the Wall Street Journal and the Economist.

ADDITIONAL RESOURCES (SUSTAINABILITY VIDEOS/DVD’S)

The Business Case for Sustainability (2008)

The Corporation (2005)

Enron: The smartest guys in the room (2005)

Food, Inc. (2009)

Black Gold (2007)

Made in Asia: fast, cheap, and fair? (2007)
Passion for Sustainability (2008)

Wal Mart: The high cost of low price (2005)