ERS 370 – Corporate Sustainability: Issues and Prospects
Course Outline

Course instructor:
Ian Rowlands (EV2-2026; ext. 32574; irowlands@uwaterloo.ca).
Office hours: ‘most’ Mondays and Fridays, 1-2pm. Please see the course calendar (LEARN) for exceptions.

Meetings:
The course will meet in lectures and tutorials.
All students are expected to attend lectures, on Tuesdays from 2:30pm-4:20pm in EV2-2006.
All students are expected to attend their assigned tutorial, either Wednesdays from 8:30am-9:20am in EV1-225 or Wednesdays from 9:30am-10:20am in EV1-225. Students must ‘stick with’ their assigned tutorial and are not allowed to attend ‘the other one’. (Note that there will be no tutorials during the last three weeks of the course: 18 November, 25 November and 2 December.)

Course purpose:
The purpose of the course is to examine the ways in which sustainability issues and business operations have interacted, considering progressively ‘greener’ corporate and other business responses and broader sustainability challenges.

Course structure/approach:
On most weeks (apart from weeks 10 and 11, which will largely be turned over to student presentations), one key topic in corporate sustainability will be investigated. Each week, students will be expected to do required readings in advance and to attend the lecture – where the course instructor will usually ‘lecture’ for about an hour, and there will then be some kind of video/discussion/‘hands-on activity’ for the second hour. The next day, in tutorial, there will be discussion of readings and/or further exploration of a key concept from the previous day.

Course readings:
All readings are available electronically – either through UW course reserve (CR) or at a particular website (WEB). (Note that students are encouraged to read the required readings in the order in which they are listed on this course outline.)

Course assessment:
The course will be assessed by six elements. Full details regarding expectations for each are provided in individual ‘rubrics’, available on the course website.

1) Participation – 15%

2) Take-home essay answer – 12% – due (in the dropbox on the course website) by Friday, 16 October at 11:59pm.

3) Final examination – 25% or 30%* – This will be during the final examination period, between 8 December and 22 December, inclusive, and every student is expected to be available throughout the final examination period. Details of the final examination – including structure and candidate questions – will be provided on the course website at 8:30am on 1 December and will be discussed in the lecture that same day. The final examination will be two hours in duration, will cover the entire course, will require answers written in sentence-paragraph format, and will have extensive choice available.

4) Project outline – 10% – due (in the dropbox on the course website) by Friday, 23 October at 11:59pm.

5) Project presentation – 8% (on either Tuesday, 17 November or Tuesday, 24 November)
6) Project – 25% or 30%* – due (in the dropbox on the course website) by **Friday, 4 December at 11:59pm**.

* - Students’ marks will be calculated in two manners – one with the final examination and the project weighted 30:25, respectively, and one with them weighted 25:30, respectively; whatever method yields the higher result will be used to calculate the mark.

**Note on submissions through the LEARN dropbox:**
Before you will be permitted to submit any assignment through the dropbox, you must complete the ‘assignment checklist’ which is presented to you in the form of a ‘quiz’ in LEARN. Though labeled a ‘quiz’, this will not be marked in any way, but must be completed before the dropbox for this particular assignment is open to you. The questions (which concern issues of ‘academic integrity’) refer, of course, to this particular assignment.

**Note on late submissions:**
Late submissions will be penalised 5 per cent (of the 100 per cent available for that particular assignment) for each day (or part thereof) late. Assignments will not be accepted after seven days (beyond the due date) have lapsed. Accommodation will be made in exceptional circumstances (usually related to medical emergencies supported by documentation). As soon as students realise that their assignment may be submitted late, they are encouraged to contact the course instructor. Please note that the LEARN system records submission times, and ‘late will be late’, with the following exceptions: submission time of 12:00-12:02 (1 per cent deduction); 12:03-12:05 (2 per cent deduction); 12:06-12:08 (3 per cent deduction); 12:09-12:11 (4 per cent deduction).

**Note on missed assignments:**
Should a student miss their ‘project presentation’ for reasons that are mutually-agreed as ‘acceptable’ by the student and the instructor, it will be completed as soon as possible afterwards.

**Research ethics:**
Please note that the University of Waterloo requires all research conducted by its students, staff, and faculty that involves humans as participants to undergo prior ethics review and clearance through the Director, Office of Human Research and Animal Care (Office). The ethics review and clearance processes are intended to ensure that projects comply with the Office’s Guidelines for Research with Human Participants (Guidelines) as well as those of provincial and federal agencies, and that the safety, rights and welfare of participants are adequately protected. If the development of your project consists of research that involves humans as participants, then please contact the course instructor for guidance as early as possible and see https://uwaterloo.ca/research/office-research-ethics

**Academic integrity:**
In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. Refer to Academic Integrity website (https://uwaterloo.ca/academic-integrity/) for details.

**Grievance:**
A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 (https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70) Student Petitions and Grievances, Section 4. When in doubt, please contact the department’s administrative assistant who will provide further assistance.

**Discipline:**
A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g. plagiarism, cheating) or about ‘rules’ for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71 (https://uwaterloo.ca/secretariat/policies-

Appeals:
A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals), www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Note for students with disabilities:
AccessAbility Services (http://uwaterloo.ca/disability-services/), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the office at the beginning of each academic term.

Religious observances:
As applicable, each student needs to inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.

Course topics and associated readings:

**Week 1 (15 and 16 September)** – introduction, context, definitions, kinds of businesses, evaluation of business impacts on environment/sustainability

**Required readings:**

**Optional reading:**

**Week 2 (22 and 23 September)** – history of corporate environmentalism and scales of corporate greening

**Required readings:**

**Optional readings:**

**Week 3 (29 and 30 September) – drivers and motivators for corporate environmental management, barriers and inhibitors for corporate environmental management; local case-study, preview course assignment**

**Required readings:**

**Optional readings:**

**Week 4 (6 and 7 October) – remembering the broader context: critiques of business (e.g., greenwashing), structure/agency considerations (the ‘system’), constraints on business?**

**Required readings:**
2) Read something by Corpwatch (www.corpwatch.org OR @corpwatch), and be prepared to discuss (identify, summarize, critique, etc.) (WEB).

**Optional reading:**

**Week 5 (13 and 14 October) – standards, ISO, ISO14000, the limits/potential of voluntary action, the role of government**

**Required readings:**

**Optional readings:**

**Week 6 (20 and 21 October)** – corporate innovations: organisational, system approaches, industrial ecology, customer engagement

**Required readings:**

**Week 7 (27 and 28 October)** – small- and medium-sized enterprises, conversation with Orb Energy CEO Damian Miller (http://tvc.cutec.org/work/damian-miller/)

**Required readings:**

**Week 8 (3 and 4 November)** – transnational corporations

**Required readings:**

**Week 9 (10 and 11 November)** – what is sustainable business?

**Required readings:**

**Week 10 (17 November only)**
Student presentations. Guest commentator: Eric Mallia (General Manager, FleetCarma at CrossChasm Technologies, https://ca.linkedin.com/pub/eric-mallia/42/a0b/877)
Week 11 (24 November only)
Student presentations. Guest commentator: Tova Davidson (Executive Director, Sustainable Waterloo Region, https://ca.linkedin.com/in/tovadavidson)

Week 12 (1 December only) – debriefing regarding presentations, current agenda, prospects and ways ahead, course review, examination preview, course evaluation

Required reading:
1) Read one thing on http://www.greenbiz.com, and be prepared to discuss it (identify, summarize, critique, significance, etc.) (WEB).

Ian Rowlands, 12 September 2015