

# ENBUS 102: INTRODUCTION TO ENVIRONMENT AND BUSINESS

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## Instructor

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## Schedule

**FORMAT:** The course will be delivered online asynchronously.

**OFFICE HOURS:** Tuesdays and Thursdays from 10:30am – 12:30pm. You can book an appointment time at:

<https://outlook.office365.com/owa/calendar/OfficeHourswithProfWood@uofwaterloo.onmicrosoft.com/bookings/>. If the days or times of day are not convenient for you, please contact your instructor by email to find an alternative time to meet.

## COURSE DESCRIPTION:

Introduction and critical review of the ways in which business has responded, and is responding to sustainability issues.

## LEARNING OUTCOMES:

The central objective of this course is explore the genesis of sustainability through a survey of the history and development of the ever-changing business and environment interface. More specifically, by the end of the course you should be able to:

1. Identify events have led to the business sustainability movement;
2. Understand why firms have sought to look beyond shareholders in how they understand and build value;
3. Discuss the practices firms engage in and how those practices have changed over time;
4. Build skills and confidence to write at a University-level.

**DELIVERY OF COURSE MATERIAL:**

1. The course syllabus - the contract between the instructor and student - will be discussed in our week of the course.
2. All readings, podcast, videos, and other materials for this course will be accessible through the LEARN system. Go to <https://learn.uwaterloo.ca/>. There is no textbook required for this course.
3. The weekly content will be delivered primarily by narrated PowerPoint Presentations. The content for each given week will be posted by Monday at 8am for the week the content is scheduled to be covered. A detailed weekly schedule can be found [here](#).

**TIPS FOR SUCCESS:**

1. Review all materials.
2. Ask questions. Either via “Ask the Instructor” discussion, email, or during office hours.
3. Complete all assignments to the best of your ability.
4. Pace yourself.
5. Plan ahead: check when deliverable (e.g., assignments) due and plan accordingly.
6. Complete ALL **Thriving at UW** presentations.

The **Thriving at UW** presentations are being implemented into first-year courses to help introduce students to essential academic skills that may not have been thoroughly taught in high school. The presentations are short, roughly five-minute videos, that are presented at specific points throughout the term. The goal of the presentations is to help introduce students to critical academic skills as well as the various campus supports and resources available to students.

**COURSE ASSESSMENT:**

<b>Deliverable:</b>	<b>Weighting:</b>	<b>Due:</b>
Weekly Quizzes (Best 10 of 11)	25% (2.5% each)	Sundays by 11 pm in LEARN
Getting Oriented – Part #1	5%	September 18 <sup>th</sup> – 11 pm in PebblePad
Getting Oriented – Part #2	5%	October 2 <sup>nd</sup> – 11 pm in PebblePad
Getting Oriented – Part #3	5%	December 4 <sup>th</sup> – 11 pm in PebblePad
Elevator Pitch	20%	October 30 <sup>th</sup> – 11 pm in LEARN
Op-Ed Assignment	40%	November 27 <sup>th</sup> – 11 pm in LEARN
Attend office hours (at least once)	1% (bonus)	

**Weekly Quizzes (2.5% each - Total 25%) – Due Weekly, Sundays by 11 pm**

Each week, beginning in Week 1 there will be a quiz that will cover materials for the respective week and must be completed by Sunday 11 pm. The purpose of these quizzes is to help you gauge your progress in the understanding of course concepts. Each quiz carries a weight of 2.5%. Your best 10 of 11 results from the quizzes will be used to calculate your grade. Note that there is **NO QUIZ WEEK #5**.

**Getting Oriented Assignment (15%; 5% for each part)**

The purpose of this assignment is to help us get familiar with you and your interests but also get you familiar with the Environment and Business program and the great resources available to you around campus. The assignment is broken into three different parts: Part #1 (Due: September 18<sup>th</sup> at 11 pm), asks questions about you, with the explicit goal of introducing yourself to the class. Part #2 (Due: October 2<sup>nd</sup> at 11 pm), focuses on your interests as well as the courses and supports you think will help support your journey while at UW. Part #3 (Due: December 4<sup>th</sup> at 11 pm), polls students on what resources they accessed through the term and which they think they will access going forward. Students must log in to PebblePad to review and respond to the assigned questions.

**Elevator Pitch (20%) – Due October 30<sup>th</sup> at 11 pm**

Occasionally we are presented with opportunities to make the case to decision-makers in business or government for why sustainability matters. For this assignment you will select a sustainability topic that is of interest to you and make a short video (<1 min) in which you will record a compelling appeal to a CEO or policy-maker as to why a particular sustainability action or initiative makes good business sense.

**Op-Ed assignment (40%) – Due November 27<sup>th</sup> at 11 pm**

You are tasked with writing an op-ed on a current sustainability issue of interest to you. We will be holding an in-class session led by the Writing Centre to explain the process and provide tips for how to go about preparing an op-ed. See the class schedule below for when the session is scheduled. Further details on the assignment will be presented on LEARN.

**Attend Office Hours – At Least Once Over the Term (1% Bonus)**

Given that we are not able to meet face to face, I would very much like a chance to meet you remotely. Therefore, I am giving you a bonus mark to meet with me for <10mins over the semester. You can ask questions about the course, program, or just have a chance to say hi!

**Course Policies**

**Addressing Your Instructor:** When addressing your instructor either verbally or in writing, a good rule of thumb to follow is to use the title "Professor" followed by the last name. This holds

for all instructors irrespective of whether they have their Ph.D. (where the title "Doctor" is warranted) or not.

**Course Materials:** All readings can be accessed through the LEARN system at the "Library e-reserves" section or by hyperlink. These are identified in this course schedule below.

**Late Submissions:** Submissions received up to 24 hours after the due date and time indicated above will have a 10 percent penalty applied to them (of the 100% available for that assignment). Submissions received 24-48 hours after the due date and time indicated above will have a 20 percent penalty applied to them (of the 100 available percent for that assignment). Students not handing in their submissions within TWO DAYS of the due date and time will receive a mark of zero on that assignment. Exceptions will be made in extraordinary circumstances (e.g., medical emergencies supported by documentation). Students anticipating that their assignment will be submitted late are encouraged to contact the course instructor at the earliest possible time to make arrangements.

**Digital Submissions:** For written assignments, MS-WORD or PDF are preferred. Any other format will not be graded. All assignments must be submitted through Dropbox on the course website. Your video submission can be made in a variety of formats (e.g., MP4).

**Contesting an Assignment Grade:** Upon receipt of your graded assignment (all of which will be graded by our graduate TAs) should you wish to contest the grading of your assignment (outside of simple errors in the addition of marks) the following protocol must be followed:

Submit an email to the course instructor detailing why your assignment warrants a review. Please be sure to provide specific examples and justification as to why you feel your grade should be reconsidered. Be sure to include a copy of your graded assignment in the email.

1. The instructor will then review the stated reasons and then decide whether the re-grading of the assignment is warranted.
2. Should the instructor deem that re-grading is warranted, the instructor will then ask the student whether they would like their assignment re-graded, recognizing that the student's grade could go up or stay the same depending on the instructors' assessment.
3. The student can choose to either have the instructor go ahead with re-grading the entire assignment or stick with their original grade.

**Mental Health:** The University of Waterloo, the Faculty of Environment and our Departments/Schools consider students' well-being to be extremely important. We recognize that throughout the term students may face health challenges - physical and / or emotional. **Please note that help is available.** Mental health is a serious issue for everyone and can affect your ability to do your best work. Counselling Services <http://www.uwaterloo.ca/counselling-services> is an inclusive, non-judgmental, and confidential

space for anyone to seek support. They offer confidential counselling for a variety of areas including anxiety, stress management, depression, grief, substance use, sexuality, relationship issues, and much more.

**Religious Observances:** Students need 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.

**Unclaimed assignments:** Unclaimed assignments will be retained for ... [period of time\*; or: "until one month after term grades become official in quest"]. After that time, they will be destroyed in compliance with UW's [confidential shredding procedures](#).

**Communications with Instructor and Teaching Assistants:** All communication with students must be through either the student's University of Waterloo email account or via Learn. If a student emails the instructor or TA from a personal account they will be requested to resend the email using their personal University of Waterloo email account.

### Recording lecture

Use of recording devices during lectures is only allowed with explicit permission of the instructor of the course. If allowed, video recordings may only include images of the instructor and not fellow classmates. Posting of videos or links to the video to any website, including but not limited to social media sites such as: facebook, twitter, etc., is strictly prohibited.

**Intellectual Property:** For further information on IP related to teaching, please see [https://uwaterloo.ca/legal-and-immigration-services/sites/ca.legal-and-immigration-services/files/uploads/files/volume\\_1\\_issue\\_3\\_winter\\_2018.pdf](https://uwaterloo.ca/legal-and-immigration-services/sites/ca.legal-and-immigration-services/files/uploads/files/volume_1_issue_3_winter_2018.pdf) and the Guidelines for Faculty, Staff and Students Entering Relationships with External Organizations Offering Access to Course Materials, <https://uwaterloo.ca/secretariat/faculty-staff-and-students-entering-relationships-external>. The following text is recommended:

Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a

student's educational experience. However, sharing this intellectual property without the intellectual property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).

## **University Academic Policies**

**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. [Check [the Office of Academic Integrity](#) for more information.]

**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, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to 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. [Check [the Office of Academic Integrity](#) for more information.] 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, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**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.

**Note for students with disabilities:** AccessAbility Services, located in Needles Hall, Room 1401, 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 AccessAbility Services at the beginning of each academic term.

**Turnitin.com:** Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

Writing and Communication Centre: The Writing and Communication Centre (WCC) works with students as they develop their ideas, draft, and revise. Writing and communication specialists offer one-on-one support in planning assignments, synthesizing and citing research, organizing papers and reports, designing presentations and e-portfolios, and revising for clarity and coherence.

You can make multiple appointments throughout the term, or you can drop in at the Library for quick questions or feedback. To book a 25- or 50-minute appointment and to see drop-in hours, visit [uwaterloo.ca/wcc](http://uwaterloo.ca/wcc). Group appointments for team-based projects, presentations, and papers are also available.

**Please note** that communication specialists guide you to see your work as readers would. They can teach you revising skills and strategies, but will not change or correct your work for you.

### Grading Expectations

**SEED grading expectations.** Consistent with SEED policy, assessments are designed to provide fair evaluation of undergraduate performance and avoid grade compression.

Grade (%)	Qualitative description	Expected distribution
90+	Exceptional – in the sense that grades above 90 should be the exception and granted only where the student performance clearly exceeds the course expectations and shows full mastery of the subject matter of the course	10-20%
85 -90	Outstanding – demonstrates excellence and an insightful grasp of the subject matter. Marks here should be awarded to students that clearly exceed the expected performance in the course relative to other students.	
80-85	Excellent – demonstrates a strong grasp of subject matter in all or most areas of the course and ability to produce work of consistently high quality	60-80%
75-80	Very good – demonstrates strong grasp of subject matter across most areas of course and good or satisfactory knowledge in others, as well as ability to produce work above expected level.	
70-75	Good – demonstrates good knowledge of fundamental concepts and satisfactory understanding of more advanced ideas within course. Has ability to produce work at required level.	
65-70	Satisfactory – demonstrates basic understanding of fundamental concepts within course, but lacks advanced understanding of application. Inconsistent quality of work, but overall at required level.	10-20%
60-65	Minimally satisfactory – student achieves minimum expectations in most areas, and produces work that rarely exceeds minimal requirements	
50-60	Marginal performance – student demonstrates superficial grasp of subject matter in many areas of the course.	
Below 50	Fail	



Detailed Weekly Schedule					
Date	Topic	Prep Materials	Lecture Content	Due	
Week 1 Sep 8 - 13	<b>Introduction &amp; What is Sustainability?</b>	<ul style="list-style-type: none"> <li>➤ Course Syllabus (aka, Course Outline)</li> <li>➤ Clark, W. C. Sustainability science: A room of its own.</li> <li>➤ Porter, M.E. Why business can be good at solving social problems.</li> <li>➤ Anderson, R. The business logic of sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Welcome to ENBUS program and your Instructor</li> <li>➤ Intro to syllabus/ assignments</li> <li>➤ Why we do this?</li> <li>➤ What is sustainability?</li> </ul>	<b>Quiz #1</b>	
		<i>Writing and Communications Centre</i>			<i>Welcome to the WCC!</i>
		<i>Thriving at UW</i>			<i>Reviewing the Course Outline</i>
Week 2 Sep 14 - 20	<b>A Brief History of Sustainability</b>	<ul style="list-style-type: none"> <li>➤ Oosthoek, K.J. Podcast 59, A sustainable common future? The Brundtland Report in historical perspective. <i>Exploring Environmental History</i>.</li> <li>➤ Caradonna, J. Sustainability: A history.</li> <li>➤ Microsoft will be carbon negative by 2030.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Recent history: the last 200 years</li> <li>➤ Global Environmental Governance</li> <li>➤ Modern trends</li> </ul>	<b>Getting Oriented – Part #1</b> – <b>Quiz #2</b>	
		<i>Thriving at UW</i>			<i>Managing your Time in University</i>
Week 3 Sep 21 - 27	<b>Frameworks for Sustainability</b>	<ul style="list-style-type: none"> <li>➤ Measure your Impact. Project Neutral.</li> <li>➤ Costanza, R. Valuing natural capital and ecosystem services toward the goals of efficiency, fairness, and sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Weak versus Strong Sustainability</li> <li>➤ Environmental Economics versus Ecological Economics</li> <li>➤ Ecological Footprint</li> </ul>	<b>Quiz #3</b>	
		UW library			<i>Navigating Library Resources (with Agnes Zientarska-Kayko)</i>
		<i>Thriving at UW</i>			<i>Integrating Outside Sources</i>

Week 4 Sep 28 - Oct 4	<b>Evolution of Business Sustainability</b>	<ul style="list-style-type: none"> <li>➤ SDGs. Sustainable Development Knowledge Platform. Review each of the 17 goals.</li> <li>➤ Westley, F. What is a system? All is connected.</li> <li>➤ Rangan, K., Chase, L., &amp; Karim, S. The truth about CSR.</li> <li>➤ Elkington, J. 25 Years ago I coined the phrase "Triple Bottom Line." Here's why it's time to rethink it.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Introduction to the SDGs (with Jon Beale)</li> <li>➤ Systems Thinking</li> <li>➤ Evolution of Business Sustainability</li> </ul>	<b>Getting Oriented – Part #2 – Quiz #4</b>
	<i>Writing and Communications Centre</i>		<b>Workshop 1</b> – Paraphrasing: Say it in your own words	
	<i>Thriving at UW</i>		<i>Organizing Your Online Learning</i>	
Week 5 Oct 5 - 11	<b>Voluntary Initiatives and Regulations</b>	<ul style="list-style-type: none"> <li>➤ Staib, R. Chapter #12: Environmental management systems.</li> <li>➤ Review, ISO – 14000s Family.</li> <li>➤ Vogel, D. Private global business regulation.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Regulations and Command and Control</li> <li>➤ Voluntary Initiatives and Private Codes</li> </ul>	~
<i>Writing and Communications Centre</i>		<b>Workshop 2</b> – Elevator Pitch		
<i>Thriving at UW</i>		Fall Reading Week		
<b>Reading Week (Oct 12-18)</b>				
Week 6 Oct 19 - 25	<b>Making the Business Case</b>	<ul style="list-style-type: none"> <li>➤ Bob Willard Interview. Sustainable Nation.</li> <li>➤ Li, S. The business Case for ESG: Why Companies Adopt Environmental Value Beyond Social Responsibility. Forbes.</li> <li>➤ Whelan, T. Making a Better Business Case for ESG. SSIR.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Building a competitive advantage</li> <li>➤ When does it pay to be green?</li> <li>➤ What is the business case? (with Prof. Blair Feltmate)</li> </ul>	<b>Quiz #5</b>
	<i>Thriving at UW</i>		<i>Stress in University</i>	

Week 7 Oct 26 - Nov 1	<b>Sustainability Metrics and Reporting</b>	<ul style="list-style-type: none"> <li>➤ About Sustainability Reporting. Review the website and its resources.</li> <li>➤ The Reporting Exchange. Review the website and its resources.</li> <li>➤ Fischhoff, M. How Bad Publicity Changes Companies' Behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sustainability reporting frameworks (with PhD Candidate Amr ElAlfy)</li> <li>➤ Navigating the sustainability report</li> <li>➤ Stakeholders and the Social License to Operate (with Prof. Jason Thistlethwaite)</li> </ul>	<b>Elevator Pitch – Quiz #6</b>
	<i>Thriving at UW</i>		<i>Avoiding Plagiarism - Citations &amp; Referencing</i>	
Week 8 Nov 2 - 8	<b>Green Marketing and Behaviour Change</b>	<ul style="list-style-type: none"> <li>➤ Graber-Stiehl, I. How bogus 'eco-friendly' products trick you. <i>Earther</i>.</li> <li>➤ Watson, B. The troubling evolution of corporate greenwashing.</li> <li>➤ Prince, E. The 7 Sins of Greenwashing.</li> </ul>	<ul style="list-style-type: none"> <li>➤ What is Marketing?</li> <li>➤ Marketing for Sustainability (with Prof. Jenn Lynes)</li> <li>➤ What is Greenwashing?</li> </ul>	<b>Quiz #7</b>
	<i>Writing and Communications Centre</i>		<b>Workshop 3 - Writing an Op-Ed</b>	
	<i>Thriving at UW:</i>		<i>Avoiding Unauthorized Collaboration</i>	
Week 9 Nov 9 - 15	<b>Leading for Sustainability</b>	<ul style="list-style-type: none"> <li>➤ Araoz, C. Fernandez. Jack Welch's Approach to Leadership. HBR.</li> <li>➤ Wright, M. Sustainability goals and serendipity: The recipe for responsible leadership.</li> <li>➤ Executive Report: Organizational Culture.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Corporate Governance</li> <li>➤ Leadership for Sustainability</li> <li>➤ Culture of Sustainability</li> </ul>	<b>Quiz #8</b>
Week 10 Nov 16 - 22	<b>Industrial Ecosystems</b>	<ul style="list-style-type: none"> <li>➤ Unilever. Lifecycle assessment. Read up to "List of Publications".</li> <li>➤ Baren, M., Dickens, A., and Gualandris, J. Advance supply chain sustainability through supplier development.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Life-Cycle Analysis (with Prof. Goretty Dias)</li> <li>➤ Circular Economy (With Prof. Komal Habib)</li> <li>➤ Supply Chain Management</li> </ul>	<b>Quiz #9</b>

<p>Week 11 Nov 23 - 29</p>	<p><b>Transitions for Sustainability</b></p>	<ul style="list-style-type: none"> <li>➤ Weber, O., &amp; Feltham, B. <i>Introduction to Sustainable Finance</i> (pp 3-24), In <i>Sustainable Banking and Finance: Managing the Social and Environmental Impact of Financial Institutions</i>.</li> <li>➤ Fischhoff, M. Green Building Has a Strong Business Case.</li> <li>➤ WBCSD. Can Dense Cities Save the Planet?</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sustainable Finance (with Prof. Olaf Weber)</li> <li>➤ Sustainable Cities and Buildings</li> <li>➤ Innovation and Product Design</li> </ul>	<p><b>Op-Ed</b> – <b>Quiz #10</b></p>
<p>Week 12 Nov 30 - Dec 7</p>	<p><b>Working as a Sustainability Professional</b></p>	<ul style="list-style-type: none"> <li>➤ Schillebeeckx, S. Bell, S., and Saez-Gil, D. Digital tools can bring sustainability to scale.</li> <li>➤ What's at Stake Is the Future of Humankind: An Interview with Yvon Chouinard.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Businesses of the future</li> <li>➤ Social Entrepreneurship and GreenHouse (with Director Tania Del Matto)</li> <li>➤ Being a Sustainability Professional</li> </ul>	<p><b>Getting Oriented – Part #3</b> – <b>Quiz #11</b></p>