

# Syllabus: ENBUS 112, Operationalizing Sustainable Development in Business

## Contact Information

### Announcements

We will use the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

### Discussions

## Contact Us

Who and Why	Contact Details
<p data-bbox="203 1136 505 1171"><b>Instructor and TAs</b></p> <ul data-bbox="253 1247 505 1688" style="list-style-type: none"><li data-bbox="253 1247 505 1566">• Course-related questions (e.g., course content, deadlines, assignments, etc.)</li><li data-bbox="253 1572 505 1688">• Questions of a personal nature</li></ul>	<p data-bbox="548 1094 1398 1213"><b>Post your course-related questions</b> to the <b>Ask the Instructor</b> discussion topic*. This allows other students to benefit from your question as well.</p> <p data-bbox="548 1255 1357 1333"><b>Questions of a personal nature</b> can be directed to your instructor or to the TA, as appropriate.</p> <p data-bbox="548 1375 716 1411"><b>Instructor:</b></p> <ul data-bbox="597 1453 967 1533" style="list-style-type: none"><li data-bbox="597 1453 967 1533">• Prof. Jennifer Lynes <a href="mailto:jklynnes@uwaterloo.ca">jklynnes@uwaterloo.ca</a></li></ul> <p data-bbox="548 1575 1268 1652"><b>Grad TAs:</b> These TAs are the ones who mark the assignments.</p> <ul data-bbox="597 1694 1300 1774" style="list-style-type: none"><li data-bbox="597 1694 1300 1730">• Muhammad Bajwa: <a href="mailto:mmbajwa@uwaterloo.ca">mmbajwa@uwaterloo.ca</a></li><li data-bbox="597 1736 1300 1774">• Amaryah DeGroot: <a href="mailto:a9degroot@uwaterloo.ca">a9degroot@uwaterloo.ca</a></li></ul>

Who and Why	Contact Details
	<ul style="list-style-type: none"> <li>• Michelle Giesbrecht: <a href="mailto:michelle.giesbrecht@uwaterloo.ca">michelle.giesbrecht@uwaterloo.ca</a></li> </ul> <p><b>Tutorial TAs:</b> These TAs will be facilitating the tutorial sessions.</p> <ul style="list-style-type: none"> <li>• Trisha Duza: <a href="mailto:tduza@uwaterloo.ca">tduza@uwaterloo.ca</a></li> <li>• Bennett Gallant: <a href="mailto:bpgallant@uwaterloo.ca">bpgallant@uwaterloo.ca</a></li> <li>• Michelle Giesbrecht: <a href="mailto:michelle.giesbrecht@uwaterloo.ca">michelle.giesbrecht@uwaterloo.ca</a></li> <li>• Krystal Yee: <a href="mailto:kjiyee@uwaterloo.ca">kjiyee@uwaterloo.ca</a></li> </ul> <p><b>List of Tutorial Contacts:</b></p> <ul style="list-style-type: none"> <li>• <b>Tuesday at 8:30am</b> (TUT 141): Krystal Yee or Bennett Gallant</li> <li>• <b>Wednesday at 8:30am</b> (TUT 142): Krystal Yee or Bennett Gallant</li> <li>• <b>Tuesday at 1:30pm</b> (TUT 143): Michelle Giesbrecht or Trisha Duza</li> <li>• <b>Wednesday at 1:30pm</b> (TUT 144): Michelle Giesbrecht or Trisha Duza</li> <li>• <b>Wednesday at 5:30pm</b> (TUT 145): TBC</li> </ul> <p>We will check email and the <b>Ask the Instructor</b> discussion topic* frequently and will make every effort to reply to your questions within 24-48 hours, Monday to Friday. When emailing the teaching team, please indicate the <b>course code</b> in the subject line.</p>
<p><b>Technical Support</b></p> <ul style="list-style-type: none"> <li>• Technical problems with Waterloo LEARN</li> </ul>	<p><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a></p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p>

Who and Why	Contact Details
	<a href="#">LEARN Help Student Documentation</a>
<b>Student Resources</b>	<a href="#">Student Resources</a> <ul style="list-style-type: none"> <li>• Academic advice</li> <li>• Student success</li> <li>• WatCards</li> <li>• Library services and more</li> </ul>

\*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

## Course Description and Learning Outcomes

### Course Description

This course will explore organizational structures within business. Discussions will focus on factors that deter organizational change along with the means of overcoming these issues. A variety of guest speakers will demonstrate how the greening of industry has affected organizational structure in different business sectors. This course includes a review of business case studies where environmental management changes have resulted.

### Learning Outcomes

Through a variety of case studies that span industries around the globe, the central objective of this course is explore how businesses are operationalizing sustainable development n response to some of today’s most pressing social and environmental issues. More specifically, by the end of the course you should be able to:

By the end of this course, students should be able to:

- Understand the role of business in sustainable development;
- Articulate what motivates business to embrace sustainable development;
- Explain the value-add that sustainable development brings to business;
- Write effectively at a university level.

### Grade Breakdown

The following table represents the grade breakdown of this course.

<b>Activities and Assignments</b>	<b>Weight (%)</b>
Worksheets	44%
Reflections	10%
Course Engagement	20%
Tutorial case study facilitation*	11%
Concepts & Theories Toolkit	15%

*\* In certain cases, this assignment may be replaced with one more suitable for the student's remote learning circumstances (time zone, unstable internet connection, etc).*

### **Exams or mid-terms?**

There are no mid-terms or exams in this course. Your final assessment item is the "Concepts and Theories Toolkit" assignment that is to be completed in pairs and handed in at the end of the term.

### **Your Instructor (that's me)**



I have been teaching in the Environment and Business program since its inception (yes, I'm *that* old!) and between 2012-2018 I was program director before handing the reins over to Prof. Wood. I completed my PhD in Brisbane, Australia at Griffith University, in the School of Environmental Planning. I also have an educational background in marketing (Guelph) and environmental studies (Waterloo). My primary area of research is 'marketing for sustainability', that is, looking at how we can make products greener, ensure that companies don't greenwash, but also change how consumers behave when making purchasing decisions. In this research, I have a particular interest in fashion, the live music industry and electric vehicles. And despite that fact that my main mode of transportation is a bike, I am a bit of a motor head (I can't explain it...I think it must be genetic...).

Outside of work, my passion is skating (mainly short-track speed skating and skating marathons). My dream is to skate in Austria in a 200km race they have at [Lake Weissensee](#). It is called the "alternative Dutch 11-city tour" (or "Elfstedentocht"). It is actually a really interesting example of the effects of climate change on winter ice. If you are interested in learning more about this, check out:

["The Elfstedentocht is the great speed skating race you've never heard of"](#) (2017) by Evert van Benthem, CBC.

## **Materials and Resources**

### **Required Reading**

The required material for this course is a case study pack that can be purchased through Ivey Publishing.

I am just waiting for confirmation that the case study pack has been activated on their website. This should be available as of the afternoon of Jan 11, 2020. I will post the link once it is available. The first case study that you will need from the coursepack is not until Week 3.

Links to other case studies that are available online can be found under **Case Studies** on LEARN.

### **Resources**

[Library COVID-19: Updates on library services and operations.](#)

## **Course and Department Policies**

*Purpose: for students to understand policies specific to your course and your department.*

## **University Policies**

*Purpose: for students to understand the University Policies that pertain to them being a student in the course.*

**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.

University policies are from the course outline template: June 15, 2009 (updated March 2018)

## **Coronavirus Information**

### [Coronavirus Information for Students](#)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

## **Mental Health Support (optional)**

*Purpose: this optional section provides students with the services and contact information for mental health supports*

All of us need a support system. We encourage you to seek out mental health supports and resources when they are needed. You can reach out to [Campus Wellness](#) and learn about the variety of services available to promote your mental health and wellbeing.

## **Territorial Acknowledgement (optional)**

*Purpose: to acknowledge Indigenous peoples' presence and land rights, to recognize that we benefit from the land, to prompt reflection, in the spirit of Truth and Reconciliation.*

“We acknowledge that we live and work on the traditional territory of the Neutral, Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on

the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.”

*Note that you can use this acknowledgement as it is, or you may give it additional context specific to you and/or your course.*

## **Credits and Copyright**

*Purpose: to give credit where required for media that is not credited within other course content, such as the course author's photo and the course banner graphic, and to list copyright information.*

### **Copyright**

© Jennifer Lynes and University of Waterloo.