



Welcome to ENBUS 602 Online - Fall 2021, Amelia!

ENBUS 602 **Introduction to Sustainability for Business**



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Course Description and Learning Outcomes

Course Description

This course reviews the history of global environmentalism, societal expectations and business responses, and the emergence of corporate social and environmental responsibility. It systematically presents environmental (climate change, air pollution, water quality and quantity, biodiversity, etc.), and social (human rights, health, poverty, ethics, fair trade, etc.) issues, their science, status and priority; technological, regulatory and policy responses; and implications for business. This course introduces concepts for business sustainability, including systems thinking, complexity and resilience, corporate responsibility, materials and energy flows and transformations, economic and market mechanisms, and relates these to business operations, marketing and strategic management.

This course is a foundational course and is normally offered directly after ENBUS 601. It ensures everyone in the class has a moderate knowledge of sustainability. For some of you, you will know aspects of this content already, so you will have the opportunity to refresh, share, apply and further your thinking; for others of you, much of this will be new.

Learning Outcomes

By the successful end of this course you should be able to:

- Identify and define sustainability terminology and related perspectives.
- Know basic history of corporate sustainability and key regulations, codes, frameworks and organizations.
- Understand and explain core sustainability concepts and issues.
- Determine key interactions between an organization and the environment, society, and the economy.
- Analyze application of course teachings to the organization or sector in which you work.
- Demonstrate timely and effective participation in virtual teamwork, peer-learning and online activities.

This online course was developed by Dr. Amelia Clarke, with instructional design and multimedia development support provided by the Centre for Extended Learning. Further media production was provided by Instructional Technologies and Multimedia Services.

Materials and Resources

Textbooks:

Required:

1. Conaway, R. N. & Laasch, O. (2015). *Principles of Responsible Management: Glocal Sustainability, Responsibility, and Ethics*. Samford, USA: Cengage Learning.

Recommended:

1. Visser, W. (2009). *Landmarks for Sustainability: Events and Initiatives that have Changed our World*. Sheffield, UK: Greenleaf Publishing Limited.

Note: The recommended book is available free online as an e-book via **Course Reserves** as well as in paper for purchase through the [W Store](#). The required textbook is also available for purchase through the bookstore or can be rented from the publisher.

For textbook ordering information, please contact the [W Store | Course Materials + Supplies](#).

For your convenience, you can compile a list of required and optional course materials through [BookLook](#) using your Quest userID and password. If you are having difficulties ordering online and wish to call the Waterloo Bookstore, their phone number is +1 519-888-4673 or toll-free at +1 866-330-7933. Please be aware that textbook orders **CANNOT** be taken over the phone.

Course Reserves

Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

Resources

- Library services for [students taking online courses](#).
- Writing and Communications Services offers excellent [support for graduate students](#).

Course Schedule

Important: ALL TIMES EASTERN - Please see the [University Policies](#) section of your Course Outline for details.

Week	Module	Readings and Other Assigned Material	Activities and Assignments	End / Due Date	Weight (%)
Week 1 (Sept 8 – 12)	Module 1:		Ecological Footprint		Discussions are worth 25% of your final grade.
	Introduction to Global Ecological and Social Trends	Refer to the Module 1 page for readings.	Introduce yourself	Sunday, September 19, 2021 at 11:55 PM	
	Sustainability Terminology		Module 1 Discussion	(note, still try to complete it by Sept 12)	
Week 2 (Sept 13 – 19)	Ecosystem Limits and Renewal Rates		Case Study		
	Module 2:	Refer to the Module 2 page for readings.	Module 2 Discussion	Sunday, September 19, 2021 at 11:55 PM	
	History of Corporate Sustainability		Sign up for Week 5 virtual meeting with the instructor		
Week 3 (Sept 20 - 26)	Introduction to Regulations		Sustainable Development Organizations		
	Module 3:	Refer to the Module 3 page for readings.	E-Bulletins		
	Introduction to Codes and Frameworks		Self-Assessment 1	Sunday, September 26, 2021 at 11:55 PM	
Week 4 (Sept 27 – Oct 3)	Key Sustainable Development Organizations		Module 3 Discussion	Sunday, September 26, 2021 at 11:55 PM	Wiki of Definitions is worth 5% of your final grade.
	Module 4:		Wiki of Definitions (2 terms)		
	Systems Thinking, Resilience, Social Innovation	Refer to the Module 4 page for readings.	Module 4 Discussion	Sunday, October 3, 2021 at 11:55 PM	
Week 5 (Oct 4 – 10)	Development, Bottom of the Pyramid, Social Equity		Self-Assessment 2		
	Module 5:	Refer to the Module 5 page for readings.	Virtual meeting with the instructor		
	Role of Business, Government, NGOs, Academics, etc. in Creating Sustainability		Module 5 Discussion	Sunday, October 10, 2021 at 11:55 PM	
Week 6 (Oct 18 – 24)	Organizational Interactions and Related Functions		Individual Assignment	Sunday, October 17, 2021 at 11:55 PM	Individual assignment is worth 20% of your final grade.
	Leadership and Responsibility				
	Governance/Strategy				
Reading Week (Monday, October 11, 2021 to Sunday, October 17, 2021)					
Week 6 (Oct 18 – 24)	Module 6:	Refer to the Module 6 page for readings.	Module 6 Discussion	Sunday, October 24, 2021 at 11:55 PM	
	Introduction to Climate Change				
	Universities and Operations				
Week 7	Module 7:		Module 7 Guest Expert Discussion	Sunday, October 31, 2021 at 11:55 PM	
	Introduction to Water				
Week 7	Introduction to Biodiversity	Refer to the			

(Oct 25 – 31)	Introduction to Non-Renewable Resources	Module 7 page for readings.	Team Assignment Proposal	Sunday, October 31, 2021 at 11:55 PM	Team Assignment is worth 30% of your final grade.
	Manufacturing and Sustainable Management Module 8:		Self-Assessment 3		
Week 8 (Nov 1 – 7)	Internal Social Issues Government and HR Module 9:	Refer to the Module 8 page for readings.	Module 8 Guest Expert Discussion	Sunday, November 7, 2021 at 11:55 PM	
Week 9 (Nov 8 – 14)	Globalization, Urbanization, Consumption Patterns Poverty, Development, and Population	Refer to the Module 9 page for readings.	Module 9 Guest Expert Discussion	Sunday, November 14, 2021 at 11:55 PM	
	Multi-National Corporation and Purchasing Module 10:				
Week 10 (Nov 15 – 21)	Stakeholder Theory Human Rights/Indigenous Rights and Title in Canada	Refer to the Module 10 page for readings.	Module 10 Discussion	Sunday, November 21, 2021 at 11:55 PM	
	Extraction and Marketing/Stakeholders Module 11:		Self-Assessment 4		
Week 11 (Nov 22 – 28)	Ethics and Transparency Accounting/Finance	Refer to the Module 11 page for readings.	Team Assignment Presentation	Sunday, November 28, 2021 at 11:55 PM	
			Comments on Other Team Assignment Presentations	Sunday, December 5, 2021 at 11:55 PM	
			Complete the peer evaluation exercise form	Sunday, December 5, 2021 at 11:55 PM	
Week 12 (Nov 29 – Dec 5)	Module 12: Student Presentations	There are no readings in this module.	Reflection on Course Learning	Sunday, December 5, 2021 at 11:55 PM	Reflection is worth 5% of your final grade.
			Course Evaluation (to be released) Prepare for the Final Examination	Sunday, December 5, 2021 at 11:55 PM	
	Final Examination				Exam is worth 15% of your final grade.

Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Weight (%)
Wiki of Definitions	5%
Discussions	25%
Individual Assignment	20%
Team Assignment	30%
Reflection on Course Learning	5%
Final Examination	15%

For due dates, please check the [Course Schedule](#). For late policy information, please see the [Course Policies](#) section of the Course Outline.

SEED Grading Expectations

Here is a guide that shows the School's [grading expectations](#) and likely grade distribution. Meeting assignment expectations is worth about a 75% grade, for example.

Official Grades

Official Grades and Academic Standings are available through [Quest](#).

General Information about Academic Integrity

Paraphrasing and Quotes

There are many types of essays, but a good essay generally has some academic support through the use of research. It is quite acceptable to paraphrase scholars' work and in some cases to quote that work, but regardless of how you use that work, it all must be properly cited. If you do not cite someone else's work you are plagiarising.

Citation Style Guides

There are many different citation styles, but they share common information. Citations are intended to guide the writer/reader to the sources that were used and to give credit to the author of the quote or ideas summarized in an assignment or paper.

The MEB program uses the latest version of APA Formatting.

Online Citation Tools

Many online tools help you to capture the information you need in order to cite your sources properly. The library has the licensing rights to [RefWorks®](#) along with a tutorial. Other tools found online include: [Citation Machine](#), [Zotero](#) from Firefox or [Easy Bib](#).

Using pictures, tables, graphs etc.

Graphics, figures, tables and graphs that have not been created by you all need to be cited with a page number. If you have modified something created by someone else, you also need to cite it. Contrary to popular belief, just because it is posted on the Internet it is not “free”. If you use the material, even with proper citation, you might be committing a copyright infringement.

General Writing Guide

Writing well generally takes practice. You can refer to the [Online Reference Shelf](#) to help you improve your writing.

About the Course Author and Instructor

Course Author and Lead Instructor — Dr. Amelia Clarke

Instructor photo



Educational Background

Ph.D. Desautels Faculty of Management, McGill University, Quebec

M.E.S. Dalhousie University, Nova Scotia

B.Sc. Biology, Mount Allison University, New Brunswick

Employment Background

Amelia Clarke has been working on environment and sustainability issues since 1989. She is now a tenured faculty member in the School of Environment, Enterprise and Development (SEED) at the University of Waterloo. As of May 2018, she is also the Associate Dean of Research for the Faculty of Environment at the University of Waterloo. Dr. Clarke was the Director of the Master of Environment and Business (MEB) program from its development in 2009 until December 2018, so she can answer any questions you might have about the program's design.

Her main research focuses are related to implementing the U. N. [Sustainable Development Goals](#). She leads a team research project on [implementing sustainable community plans](#) (including climate action plans), and co-leads a second project on [youth & innovation](#). Dr. Clarke's work has been published in journal articles, book chapters and practitioner reports. For more information see her [UW Scholar page](#).

In the past, she has taught for the School of the Environment at McGill University and the School of Business Administration at Dalhousie University. Dr. Clarke was also the President of [Sierra Club Canada](#) from 2003 to 2006. She is an active member of the Academy of Management's [Organizations and the Natural Environment Division](#), and the [Network for Business Sustainability](#). She is currently also a founding member of Nature Canada's [Women for Nature](#), a member of the [GreenBiz](#) Intelligence Panel, a member of the WRI's [Advisory Council](#) for the Ross Centre Prize for Cities, named on the [#ThinkList30](#), and part of the LGBT+ community. In 1996, Dr. Clarke founded the [Sierra Youth Coalition](#), and is proud of having launched their sustainable campus program which created change on more than 80 university campuses.

[More information about Dr. Clarke](#)

Co-Instructor — Matthew Judyn

J. Matthew Judyn is currently a PhD candidate in Sustainability Management at the University of Waterloo. He graduated from the Master of Science in Sustainability Management program at the University of Toronto. As he continues his education, he has come to realize the complexity of advancing social, environmental and financial sustainability as various industries, governments, NGO's and other stakeholders interact in the complex socio-political and economic domains. He has also come to realize that any action in sustainability which is not substantiated by the systematic understanding of all domains of human activity is bound to fail. Hence, to supplement his theoretical understanding of sustainability, he is actively engaged in the discussions taking place on the global stage as well locally, most recently as an intern at the UNFFC during COP23 and as a moderator during the 4th World Conference on Climate Change in Rome. He also operates a small sustainable painting company located in Toronto and works with Partners in Project Green on community engagement.

TA photo



Contact Information

Announcements

Your instructor uses the **Announcements** widget of the **Course Home** page to make announcements 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 news items, you may need to click **Show All Announcements**.

Discussions

A [General Discussion](#) topic* has also been made available to allow students to communicate with peers in the course. Your instructor may drop in at this discussion topic.

Contact Us

Who and Why

Contact Details

Post your course-related questions to the [Ask the Instructor](#) discussion topic*. This allows other students to benefit from your question as well.

Questions of a personal nature can be directed to your instructor.

Instructor and Co-Instructor

Lead Instructor: Dr. Amelia Clarke
amelia.clarke@uwaterloo.ca

- Course-related questions (e.g., course content, deadlines, assignments, etc.)
 - Questions of a personal nature
- Co-Instructor: Matthew Judyn
matthew.judyn@uwaterloo.ca

Your instructor and co-instructor check email and the [Ask the Instructor](#) discussion topic* frequently and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.

Your instructor can also be reached by voicemail at +1 519 888 4567 ext. 38910

Office hours are by appointment; email to schedule a time

learnhelp@uwaterloo.ca

Technical Support, Centre for Extended Learning

Include your full name, WatIAM user ID, student number, and course name and number.

- Technical problems with Waterloo LEARN

Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).

Learner Support Services,
Centre for Extended Learning

[IST Knowledge Base: For Students](#)
[Student Resources](#)

extendedlearning@uwaterloo.ca

- General inquiries
- Examination information

Include your full name, WatIAM user ID, student number, and course name and number.

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

Territorial Acknowledgement

We acknowledge that we live and work on the traditional territory of the Attawandaron (Neutral), Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River.

Course Policies

Late Policy

All assignments are due on the date and time indicated (or 11:55 PM on the given date if no time is specified). Late assignments (without penalty) are permitted only when specifically allowed by the instructor. Late assignments will be penalized by 20% for the first week it is late and by 50% if submitted prior to the end of the course. Permission may be obtained in advance for late assignments (with no penalty), but this must occur by email at least 3 days PRIOR to the assignment deadline.

University Policies

Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the [Ontario, Canada Time Converter](#).

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#).

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the [Accommodation due to illness](#) page.

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. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the [Office of Academic Integrity](#).

Turnitin

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 the alternate assignment.

[Turnitin® at Waterloo](#)

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 - 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](#).

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.

Final Grades

In accordance with [Policy 46 - Information Management](#), Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to [Quest](#) to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

[AccessAbility Services](#), located in Needles Hall, 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 accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) are guided by University of Waterloo accessibility [Legislation](#) and policy and the [World Wide Web Consortium's \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0](#). The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about [Desire2Learn’s Accessibility Standards Compliance](#).

Use of Computing and Network Resources

Please see the [Guidelines on Use of Waterloo Computing and Network Resources](#).

Copyright Information

UWaterloo's Web Pages

All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned by the course author and the University of Waterloo, unless otherwise stated. By accessing this course, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt, or change in any way the content of these web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

Other Sources

Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant websites, resources, and services on the web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links, the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their assignees.

If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.