

Argosy University

COURSE SYLLABUS

B6423

Sustainable Venture Plan Seminar

Faculty Information

Faculty Name:

Campus:

Contact Information:

Office Hours:

Short Faculty Bio:

This course is project-based and is intended to help students to learn how to frame sustainable systems problems. The course uses project management tools to plan and implement a sustainability study. Students are asked to identify an existing organization and conduct a full sustainability analysis. Students are asked to identify the sustainability issues of the organization and choose the most appropriate analysis to use among such tools as systems modeling, six sigma, sustainable value chain analysis, etc. The course focuses on gaining practical insight from the sustainability analysis process.

Course Pre-requisites: B6420 and either B6421 or B6422

Required Textbooks:

IMPORTANT: You are not required to purchase the textbook for this course. Your textbook will be available as an electronic book within your fully online or blended course on the eCollege platform.

Blackburn, W. (2007). *Sustainability handbook: The complete management guide to achieving social economic and environmental responsibility*. London, GBR: Earthscan Publications.

Required Articles(Available through Argosy online databases)

- Schwarz, I., McRae, & Williams P. (2009). Water reform and the resilience of small business people in drought-affected agricultural communities. *Rural Society*, 19(3), 199-210.
- Guthey, G., & Whiteman, G. (2009). Social and Ecological Transitions: Winemaking in California. *Emergence: Complexity & Organization*, 11(3), 37-48.
- Schlange, L. (2009). Stakeholder Identification in Sustainability Entrepreneurship. *Greener Management International*, (55), 13-32.
- Wadham, H. (2009). Talking across Boundaries: Business and NGO Perspectives on CSR, Sustainable Development and Partnership. *Journal of Corporate Citizenship*, (34), 57-68.

- Perez-Aleman, P., & Sandilands, M. (2008). Building Value at the Top and the Bottom of the Global Supply Chain: MNC-NGO Partnerships. *California Management Review*, 51(1), 24-49.
- Linton, A. (2008). A Niche for Sustainability? Fair Labor and Environmentally Sound Practices in the Specialty Coffee Industry. *Globalizations*, 5(2), 231-245.
- Daniels, T. (2009). A Trail Across Time: American Environmental Planning From City Beautiful to Sustainability. *Journal of the American Planning Association*, 75(2), 178-192.
- Bulkeley, H., & Askins, K. (2009). Waste interfaces: biodegradable waste, municipal policy and everyday practice. *Geographical Journal*, 175(4), 251-260.
- Lubell, M., Feiock, R., & Handy, S. (2009). City Adoption of Environmentally Sustainable Policies in California's Central Valley. *Journal of the American Planning Association*, 75(3), 293-308.
- The College Sustainability Report Card 2010. *Business & the Environment with ISO 14000 Updates* [serial online], 21(2), 7-8.
- Pellow, J., & Anand, B. (2009). The Greening of a University. *Change*, 41(5), 8-15.
- Arden, C., McLachlan, K., & Cooper, T. (2009). Building capacity through sustainable engagement: lessons for the learning community from the GraniteNet Project. *Australian Journal of Adult Learning*, 49(1), 75-101.
- Press, M., & Arnould, E. (2009). Constraints on Sustainable Energy Consumption: Market System and Public Policy Challenges and Opportunities. *Journal of Public Policy & Marketing*, 28(1),
- Stafford, S., Bartels, D., Begay-Campbell, S., Bubier, J., Crittenden, J., Cutter, S., et al. (2010). Now is the Time for Action: Transitions and Tipping Points in Complex Environmental Systems. *Environment*, 52(1), 38-45.
- Grinde, J., & Khare, A. (2008). The Ant, The Grasshopper or Schrodinger's Cat:: An Exploration of Concepts of Sustainability. *Journal of Environmental Assessment Policy & Management*, 10(2), 115-141.

Recommended Books:

Bell, S. and S. Morse (2008) *Sustainability Indicators: measuring the immeasurable?* Earthscan. ISBN: 9781853834981

Block, P. (2000) *Flawless Consulting Fieldbook & Companion: A Guide to Understanding Your Expertise.*

WBCSD (2005) *Ecosystems and Human Well-being: Opportunities and Challenges for Business and Industry.*

WBCSD (2005) *Eco-efficiency Learning Modules and Tool Kit*.

Recommended web sites:

- www.calvertgroup.com.
- www.harrisinteractive.com
- www.reputationinstitute.com
- www.calpers-governance.org
- www.hermes.co.uk
- www.avanzi.org
- www.mori.com

Recommended Articles:

- Struben, J. & Sterman, J. (2008). Transition challenges for alternative fuel vehicle and transportation systems. *Environment & Planning B: Planning & Design* 2008. Vol 35: 1070-1097.
- Repenning, N., & Sterman, J. (2002). Capability traps and self-confirming attribution errors in the dynamics of process improvement. *Administrative Science Quarterly*. Vol 47: 265-295.
- Repenning, N., & Sterman, J. (2001). Nobody ever gets credit for fixing problems that never happened: creating and sustaining process improvement. *California Management Review*. 43(4). Summer 2001: 64-88.

Course length: 7.5 Weeks

Contact Hours: 45 Hours

Credit Value: 3.0

Program Outcomes:

1. Communication

1.1. Oral/Written – Present business information orally and in writing using appropriate technology that is concise, clear, organized, supported, and persuasive in a professional manner appropriate to the business context

2. Critical Thinking/Problem Solving

2.1. Critical Thinking – Incorporate and synthesize information, theory, and practice in order to implement appropriate business actions

- 2.2. Problem Solving/Decision Making – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, and determine and defend appropriate course of action
- 2.3. Information Literacy – Access information from a variety of sources, evaluate the credibility of the sources, and apply that information to solve business problems
- 3. Team**
 - 3.1. Leadership – Describe the requirements of team members and leaders to work effectively and creatively in achieving team goals
 - 3.2. Collaboration – Collect, categorize, and consider the views of all stakeholders
- 4. Ethics**
 - 4.1. Ethics – Identify the ethical principles related to personal and corporate behavior in specific business situations and explains the potential consequences
- 5. Diversity**
 - 5.1. Diversity – Identify the impact of both cultural and economic factors on the modern enterprise and explain the potential consequences
- 6. Analysis/Application**
 - 6.1. Applied Technology – Select and defend business technology solutions to typical business problems
 - 6.2. Integration – Describe the interrelationship of the functional business areas of statistics, accounting, finance, marketing, operations, and strategy within the context of specific organizational goals

Concentration

7. Sustainability Organizational Constructs and Strategy

- 7.1. Given a business case related to sustainable business practice, create a strategy (s) to integrate sustainability principles into the operational functions of the organization. Analyze the potential effectiveness of the strategy (s) along with implementation plans, and evaluate opportunities for continued success.

Course Objectives:

- 1. From the perspective of an individual firm, illustrate the connection between the natural environment and the social and economic systems. (Program outcomes 1.1, 2.1, 2.3, 3.2, 4.1)
- 2. Identify and evaluate business and financial opportunities through global value chain analysis. (Program outcomes 2.1, 2.3, 4.1, 5.1)
- 3. Propose sustainable business practices implementation plan to achieve competitive advantage (Program outcomes 1.1, 2.1, 2.3, 4.1, 6.2)

Assignment Table

Unit	Topics	Reading Assignments	Formative Assignment/Assessment
1	<ul style="list-style-type: none"> • Managing Sustainability <ul style="list-style-type: none"> ○ Implementing Triple Bottom Line. 	Blackburn Ch. 12 Choose 2 out of 3:	

	<ul style="list-style-type: none"> ○ Financing Sustainability ○ Communicating Sustainability <ul style="list-style-type: none"> ▪ Internally ▪ Externally 	<ul style="list-style-type: none"> • Schwarz , McRae, & Williams (2009) • Guthey, G., & Whiteman, G. (2009). • Schlange, L. (2009). 	
2	<ul style="list-style-type: none"> • Corporate Governance <ul style="list-style-type: none"> ○ Relationship between corporate, government, and community. ○ Role of Law & Regulation ○ The Power of Stakeholders 	<p>Blackburn Ch. 13</p> <p>Choose 2 out of 3:</p> <ul style="list-style-type: none"> • Wadham, H. (2009). • Perez-Aleman, P., & Sandilands, M. (2008). • Linton, A. (2008). 	
3	<ul style="list-style-type: none"> • Project Management Tools <ul style="list-style-type: none"> ○ Selecting appropriate tools for the project 	<p>Blackburn Ch. 14</p> <p>Choose 2 out of 3:</p> <ul style="list-style-type: none"> • Daniels, T. (2009). • Bulkeley, H., & Askins, K. (2009). • Lubell, M., Feiock, R., & Handy, S. (2009). 	
4	<ul style="list-style-type: none"> • Managing Risk <ul style="list-style-type: none"> ○ Financial ○ Investment ○ Social ○ Technology & Science ○ Environmental 	<p>Blackburn Ch. 15</p> <p>Choose 2 out of 3:</p> <ul style="list-style-type: none"> • The College Sustainability Report Card 2010 • Pellow, J., & Anand, B. (2009). • Arden, C., McLachlan, K., & Cooper, T. (2009). 	
5	<ul style="list-style-type: none"> • Value Chain Analysis 	<p>Blackburn Ch. 16</p> <p>Choose 2 out of 3:</p> <ul style="list-style-type: none"> • Press, M., & Arnould, E. 	

		(2009). <ul style="list-style-type: none"> Stafford, S., Bartels, D., Begay-Campbell, S., Bubier, J., Crittenden, J., Cutter, S., et al. (2010). Grinde, J., & Khare, A. (2008). 	
6	<ul style="list-style-type: none"> Application to the Business Case 		
7	<ul style="list-style-type: none"> Application to the Business Case 		
8	<ul style="list-style-type: none"> Course Wrap Up 		

Grading Criteria

Grading Scale

A	100 – 93 %
A-	92 – 90 %
B+	89 – 88 %
B	87 – 83 %
B-	82 – 80 %
C+	79 – 78 %
C	77 – 73 %
C-	72 – 70 %
D+	69 – 68 %
D	67 – 63 %
D-	62 – 60 %
F	59 and below

Grading requirements

<i>Attendance/participation</i>	0%
<i>Weekly Assignments</i>	0%
<i>Final paper</i>	0%
<i>Optional</i>	0%
<i>Optional</i>	0%
	100%

Library

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

All resources in Argosy University's online collection are available through the Internet. Students can access the online collection by logging into the student portal and clicking on the library link. Library Resources: Argosy University's core online collection features over 48, 889 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarian.

Academic Policies

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," (www.turnitin.com), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

Americans with Disabilities Act Policy

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director

of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

The Argosy University Statement Regarding Diversity

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.