Course Syllabus

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MBA 774
SUSTAINABILITY & ORGANIZATIONAL MANAGEMENT

Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title:
UW-Eau Claire: MBA 774 - Sustainability and Organizational Management
UW Oshkosh: MBA 769

Credit Hours: 1.5
Course Term: Summer 2023
Delivery Mode: Online
Course Dates: July 10, 2023 - August, 27, 2023

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [**Consortium/UW-Eau Claire**](https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes) ⤴ **(https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes)** | [**UW Oshkosh**](https://uwosh.edu/registrar/students/add-drop-calendar/) ⤴ **(https://uwosh.edu/registrar/students/add-drop-calendar/)** | [**UW-Parkside**](https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm) ⤴ **(https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)**

Instructor Information

Instructor: Andrew (Drew) Stapleton, Ph.D.
Home Campus: UW-La Crosse
Cell Phone: 608-386-2317
Office Hours (CST): M-F by appointment
E-mail: [**astapleton@uwlax.edu**](mailto:astapleton@uwex.edu) **(mailto:astapleton@uwex.edu)**

Course Description

This course is designed to introduce students to the interrelationship between business and the natural environment; specifically, it examines the impact of the environment on business and the consequences of daily and long-term business decisions on the environment. This is a hands-on course in which you will be required to do much reflection on how you can impact the decision-making at your organization regardless of your position. You will also customize a final project.

Learning Outcomes

At the end of this course, participants should be able to:

- Apply contemporary and emerging economic and environmental knowledge to an organization's strategy.
- Innovate sustainable strategies to help an organization compete locally and/or globally.
- Recommend ways organizations can improve their environmental sustainability efforts.

Required Course Materials

Textbooks

There is no required textbook.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas is a requirement of this course.

Please review the minimum technology requirements and recommendations in the Online Course Resources link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.

Course Topical Outline

This course is organized in the following units:

1. Sustainable Strategies and Tactics
2. Meshing Sustainable Strategies with Math
3. Biomimicry
4. Carbon Neutrality/Net Zero
5. Investment for Sustainability
6. Closed Loop Systems
7. Drawdown and Regeneration

Discussions

Participants are expected to participate regularly in discussions and to make contributions without negatively impacting others with personal viewpoints and unsubstantiated content.

You will be required to post at least once by the due date on the discussion, and then at least once more by the time the discussion closes. *You are not required to make an original post to every discussion.* **All of your contributions that week could be replies to others, for example, if you think that is the best way for you to make a substantive contribution to the discussion.**

You should also strive to support your positions with references to articles, books and/or videos, as well as contemporary business literature such as WSJ. Barron's, etc. Please see the **Discussion Expectations (https://uws.instructure.com/courses/578322/pages/discussion-expectations)** document for more information on the requirements for participating in discussions. The discussions are due in the appropriate discussions area by the dates listed in the calendar.

Investment Assignment and Final Project

Investment Assignment

There are two key articles you will use as a basis for applying socially responsible investment strategies (SRI). The goal is to reflect on insights you will gain from these articles that you can apply to your firm, and that you might choose to incorporate in your Final Project. That is, the authors showed various ways for meeting the demand of private institutional investors for combining ethical concerns and financial decisions. How might you inform your firm to guide portfolio investments, respond to shareholder activism, or community development investing? If, for example, you were to find that investments in SRI provide the same return as conventional investments what rationale can you support in persuading your firm to seek socially responsible actions?

Final Project

The purpose of the final project is to allow you to incorporate the many facets of sustainability from this course into a coherent, meaningful actionable plan that you *could* submit to an appropriate level of management for consideration at your firm (whether you do or not is, of course, up to you). Importantly, the medium in which you choose is up to you (e.g., PowerPoint, video, mixed media presentation), and allows you to create the most appropriate and relevant presentation given your position and firm's strategies and tactics vis-a`-vis Sustainability and organizational management.

Grades

Grades will be assessed using a variety of methods. As with any course, your level of participation on a regular basis is critical to your successful understanding and completion of the course. Scoring is as follows:

- Discussions: 65%
- Assignments: 35%

Final Letter Grades Scale

Letter grades will be awarded in accordance with University policies following the standard practice of each UW campus participating in the UW Consortium. For example, an Oshkosh student in a given course will be graded based on Oshkosh policies, an Eau Claire student based on Eau Claire policies, and so on. These policies are summarized below:

Percentage	Consortium/UW-Parkside	UW-Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C

67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.
   - **UW Oshkosh** ↗ **(https://www.uwosh.edu/registrar/policies/attendance-policy)**
   - **UW-Parkside** ↗ **(https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf)** (see page 31)
2. UW MBA Consortium students will follow the **UW-Eau Claire Authorized Absence Policy.** ↗ **(https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)**

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Work Policy

Due to the interactive nature of the discussions, it's important that you participate in the course in a timely manner. Therefore no late work will be accepted in this course. I do recognize that there are special circumstances that may arise, such as a death in the family or a medical emergency. Please contact me as soon as possible if you find yourself in a situation that may result in late work.

Instructor Expectations

I typically access this course site daily and once on most weekends. I can most easily be reached via email and will respond as soon as possible. If it is simple, please feel free to text me. The discussions each week, in addition to the regular reading material, are important and play an ongoing part in deepening our understanding of sustainability and its interaction with business strategy and operations.

An important caveat to keep in mind. You start the course and each and every portion thereof with a zero and earn points onward and upward. Thus, it is inappropriate to assume that on any given graded aspect of the course that points would have been taken away. For instance, let's say you submit a paper and earn a 46/50 and then inquire: "Can you tell me why you took away four points?" You never have any points to take away from. A much better inquiry would be: "I earned 46 of the available 50 points, can you tell me what you are looking for to ensure that I maximize my scores on future assignments/discussions/etc." A mindset that one starts with a perfect score and can only lose points, while common, only serves to keep a focus on points and not on the learning objectives nor critical course material.

Academic Integrity Policy

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents (UWS Chapter 14).

In this course, "academic irregularity" would include not properly referencing works consulted, handing in work previously prepared for another class, and copying work verbatim from another source. Continued enrollment in this course constitutes unconditional acceptance of these policies.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is **compliant with W3C's Web Accessibility Initiative** ⤷ **(https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas)** and with **Section 508** ⤷ **(https://www.section508.gov/)** guidelines. Additionally, Canvas was certified as a **substantially conformant LMS** ⤷ **(https://webaim.org/services/certification/canvas)** by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at **BIZHelp@uwec.edu (mailto:bizhelp@uwec.edu)** and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
Mon Jul 10, 2023	🗓 **Complete the Code of Conduct (https://uws.instructure.com/calendar?event_id=1417985&include_contexts=course_578322)**	12am

Date	Details	Due
	📄 **1.1 | Overview and Commentary**	to do: 11:59pm
Wed Jul 12, 2023	💬 **1.2 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992833)**	due by 11:59pm
	💬 **1.3 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992832)**	due by 11:59pm
Fri Jul 14, 2023	📄 **1.2a | Discussion Task 2 Due**	to do: 11:59pm
	📄 **1.3a | Discussion Task 2 Due**	to do: 11:59pm
Mon Jul 17, 2023	📄 **2.1 | Overview and Commentary**	to do: 11:59pm
Wed Jul 19, 2023	💬 **2.2 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992831)**	due by 11:59pm
	💬 **2.3 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992830)**	due by 11:59pm
Fri Jul 21, 2023	📄 **2.2a | Discussion Task 2 Due**	to do: 11:59pm
	📄 **2.3a | Discussion Task 2 Due**	to do: 11:59pm
Mon Jul 24, 2023	📄 **3.1 | Overview and Commentary**	to do: 11:59pm
Wed Jul 26, 2023	💬 **3.2 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992827)**	due by 11:59pm
Fri Jul 28, 2023	📄 **3.2a | Discussion Task 2 Due**	to do: 11:59pm
Mon Jul 31, 2023	📄 **4.1 | Overview and Commentary**	to do: 11:59pm
Wed Aug 2, 2023	💬 **4.2 | Discussion (https://uws.instructure.com/courses/578322/assignments/5992829)**	due by 11:59pm

Date	Details	Due
	💬 **4.3	Discussion** (https://uws.instructure.com/courses/578322/assignments/5992828)	due by 11:59pm
	📄 **4.2a	Discussion Task 2 Due**	to do: 11:59pm
Fri Aug 4, 2023	📄 **4.3a	Discussion Task 2 Due**	to do: 11:59pm
	📄 **Midterm Course Evaluation**	to do: 11:59pm
Sun Aug 6, 2023	📝 **4.4	Final Project Coaching** (https://uws.instructure.com/courses/578322/assignments/5992834)	due by 11:59pm
Mon Aug 7, 2023	📄 **5.1	Overview and Commentary**	to do: 11:59pm
Wed Aug 9, 2023	💬 **5.2	Discussion** (https://uws.instructure.com/courses/578322/assignments/5992826)	due by 11:59pm
Fri Aug 11, 2023	📄 **5.2a	Discussion Task 2 Due**	to do: 11:59pm
Sun Aug 13, 2023	📝 **5.3	Individual Assignment on Investment for Sustainability** (https://uws.instructure.com/courses/578322/assignments/5992835)	due by 11:59pm
Mon Aug 14, 2023	📄 **6.1	Overview and Commentary**	to do: 11:59pm
	💬 **6.2	Brainstorming Discussion** (https://uws.instructure.com/courses/578322/assignments/6223310)	due by 11:59pm
	💬 **6.3	Discussion** (https://uws.instructure.com/courses/578322/assignments/5992822)	due by 11:59pm
Wed Aug 16, 2023	💬 **6.4	Discussion** (https://uws.instructure.com/courses/578322/assignments/5992825)	due by 11:59pm
	📄 **6.2a	Discussion Task 2 Due**	to do: 11:59pm
Fri Aug 18, 2023	📄 **6.3a	Discussion Task 2 Due-2**	to do: 11:59pm

Date	Details	Due
	📄 **6.4a	Discussion Task 2 Due**	to do: 11:59pm
Mon Aug 21, 2023	📄 **7.1	Overview and Commentary**	to do: 11:59pm
Wed Aug 23, 2023	💬 **7.2	Discussion (https://uws.instructure.com/courses/578322/assignments/5992823)**	due by 11:59pm
Fri Aug 25, 2023	📄 **7.2a	Discussion Task 2 Due**	to do: 11:59pm
Sun Aug 27, 2023	📝 **7.3	Submit Your Final Project (https://uws.instructure.com/courses/578322/assignments/5992836)**	due by 11:59pm
	📄 **Final Course Evaluation**	to do: 11:59pm
	📝 **Final Grade (https://uws.instructure.com/courses/578322/assignments/5992837)**	