



Course Syllabus

L&S 199.10 – Special Topics in Administration: Business and the Environment (3 units)

Sem I SY 2012-13: MWF – 8.30–9.30, SOM 203

Ma. Assunta C. Cuyegkeng (acuyegkeng@ateneo.edu)

A. Course Description

The course introduces you to environmental issues, such as the factors driving climate change and the water crisis. It explores the responses that businesses are taking, such as initiatives to reduce their carbon and water footprints. It further studies how such efforts drive us towards a low-emission and sustainable future. Students will survey companies that are leading their industries in undertaking changes in an ethical imperative and as a requirement for long-term business sustainability and success.

B. Course Objectives

By the end of the course, you should be able to discuss environmental issues related to business, e.g., climate change, waste management, water crisis, deteriorating air quality, and appropriate land use. You should be able to assess the appropriateness of the responses of companies as well as reflect on ways to make a business more sustainable. Also in line with the Ateneo LS vision, you should be able to reflect on your values and how you and your generation can transform society through your profession and leadership.

C. Course Outline and Timeframe (tentative schedule)

Week	Date	Activity	Comments
1	Jun	11	<i>Introduction to the course</i>
		13	<i>Business processes and natural cycles</i>
		15	FACULTY DAY
2		18	<i>Business processes and natural cycles</i>
		20-22	<i>Businesses and Metro Manila's environment</i>
3		25-29	<i>Extracting and using resources; managing waste</i>
4	July	02-06	<i>Cases</i>
5		09-13	<i>Business processes and sustainability</i>
6		16	Exam 1
		18,20	<i>Sustainability and ecological intelligence</i>
7		23-27	<i>Sustainability Reports</i>
8		30	<i>Systems-thinking for the environment</i>
9	Aug	01,03	<i>Applications</i>
		06-10	<i>Applications</i>
10		13-17	Exam 2 (Reports)
11		20-24	<i>Designing sustainable business systems</i>
12		27-31	<i>Implementing sustainable business systems</i>
13	Sep	03-07	<i>Cases</i>
14		10-14	<i>Designing assessment tools for sustainability</i>
15		17-21	<i>Applications</i>
16		24-28	Exam 3(Reports)
17	Oct	01-05	<i>Summary of the course for seniors</i>
18		08-12	Final exam week

D. References

1. Diamond, Jared. 2005. *Collapse: How Societies Choose to Fail or Survive*. London: Penguin Books.
2. Esty, Daniel C. and Andrew S. Winston. 2006. *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage*. Massachusetts: Yale University Press.
3. Esty, Daniel C. and P.J. Simmons. 2011. *The Green to Gold Business Playbook*. New Jersey: John Wiley & Sons, Inc.
4. Friedman, Thomas L. 2008. *Hot, Flat, and Crowded: Why We Need a Green Revolution--and How It Can Renew America*. New York: Farrar, Straus and Giroux.
5. Goleman, Daniel. 2009. *Ecological Intelligence: How Knowing the Hidden Impacts of What We Buy Can Change Everything*. New York: Broadway Books.
6. Senge, Peter, et al. 2010. *The Necessary Revolution: Working Together to Create a Sustainable World*. New York: Broadway Books.

E. Suggested Readings and Websites

1. Epstein, Marc J., Adriana RejcBuhovac, and Kristi Yuthas (2010). "Implementing Sustainability: The Role of Leadership And Organizational Culture" at <http://xperienceleadership.com/documents/sustainabilityarticle.pdf>.
2. Lubin, David A. and Daniel C. Esty (2010), "The Sustainability Imperative." *Harvard Business Review* May 2010: 43-50, at <http://www.fredforum.org/pdf/The%20Sustainability%20Imperative.pdf>.
3. Meadows, Donella. "Dancing with Systems." In *Thinking in Systems*. <http://www.ioia.net/images/pdf/dancingwithsystemsmeadows.pdf>. Accessed 12 November 2011.
4. Levi Strauss & Co. (2009), "A Product Life Cycle Approach to Sustainability" at <http://www.levistrauss.com/>.
5. Patagonia (2009), "Green Business Practices" at <http://www.patagonia.com/>.
6. Scientific Applications International Corporation (2006), *Life Cycle Assessment: Principles and Practice*, at <http://www.epa.gov/nrmrl/lcaccess/pdfs/600r06060.pdf>.
7. US Environmental Protection Agency (2010), *Business Guide for Reducing Solid Waste* at <http://www.epa.gov/osw/nonhaz/municipal/pubs/bus-guid/>.
8. World Business Council for Sustainable Development and IUCN (2010) "Water for Business" at http://www.wbcsd.org/DocRoot/3wlfDj0SSDsKcJWIBbKu/WBCSD_Water_for_Business_WEB.pdf
9. Sustainability Reports 2011
 - a) Adidas: http://www.adidas-group.com/en/SER2011/_assets/downloads/adidas_SPR2011_full.pdf
 - b) CVG Papier: <http://www.cvg.nl/images/cvg/pdf/verslagen2012/cvg%20sr%202011%20uk.pdf>
 - c) Ikea: <http://www.ingforsomethingbetter.com/reporting/>
 - d) Philips: <http://www.annualreport2011.philips.com/downloads/index.aspx>
 - e) P&G: http://www.pg.com/en_US/downloads/sustainability/reports/PG_2011_Sustainability_Report.pdf

F. Course Requirements

1. Three (3) long exams, or equivalent (group reports, reflection papers, oral test)
2. Quizzes

G. Grading System

1. The final grade consists of 2/3 class standing and 1/3 final exams.
2. Letter grades:

A	≥	92	87	>	B	≥	80	75	>	C	≥	68		
92	>	B+	≥	87	80	>	C+	≥	75	68	>	D	≥	60

H. Classroom Policies

1. The basic rule in this class is to have respect, courtesy, and consideration for others. *Listen* when someone is speaking.
2. *Silence* is important during class, most especially during exams.
3. Cell phones and any devices with ear/headphones *should not be used* in class.
4. Sunglasses, caps, and any form of communication between classmates are not allowed during exams,
5. Follow the dress code of JGSOM.
6. *Absence during roll call merits a cut. There is no distinction between excused and unexcused cuts.* However, it is courtesy to inform the teacher about planned absences.

I. Consultation Hours

By appointment; 3/F JGSOM loc 5521; 5522

J. Others

1. Your participation is necessary for the success of this class.
Listen. Take down notes. Outline the readings. Develop insights.
Ask questions if a lesson is not clear to you. Consult, if necessary.
2. E-mail the following to me by **12 June 2012**:
 - a. JPEG file of your ID photo: File name format – **surname-nickname.jpg**
 - b. XLS or XLSX file of the following data (File name format – **surname-nickname.xlsx**)

Name	Year & Conc.	Address	Mobile	Tel Landline	HS attended	e-mail address	Parents' tel. no.

- c. In your e-mail to me, signify your agreement with the following statement:
I have read the course syllabus carefully and hereby agree to participate fully in the class L&S 199.10 (Business and the Environment) and to abide by the policies stated in this course syllabus.

Name
Concentration

ID number

Year and