



The Politics of Sustainability – MGMT 306

Bachelor of Business Administration: Sustainability

Course Outline

COURSE IMPLEMENTATION DATE:
OUTLINE EFFECTIVE DATE: September 2019
COURSE OUTLINE REVIEW DATE: April 2024

GENERAL COURSE DESCRIPTION:

When businesses, environmentalists, and the general public differ in their concepts of sustainability, government must wrestle with the challenges of coherent policy development. This course uses readings and case studies to examine the strategies these groups employ to influence government action, whether through lobbying and green advertising or through their own definition of concepts such as sustainable development. Students will also analyze how governments balance differing concepts of sustainability through negotiated adaptation, regulation, and voluntary codes.

Program Information: This course can be used as an elective in the Business Management Program.

Delivery: This course is delivered online.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

Marcel Dirk, BA, MA, PDPP

Signature

APPROVAL SIGNATURES:

Department Head
Erin Aasland Hall
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Dean of Business and University Studies
Darrell Bethune
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Department Head Signature

Dean Signature

EDCO

Valid from: September 2019- April 2024

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum grade of C- (55%) in ENGL 100 or equivalent

Flexible Assessment (FA):

Credit can be awarded for this course through FA Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: N/A

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Macdonald, Douglas. *Business and Environmental Politics in Canada*. Toronto: UTP, 2008.

Reading Package

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- formulate a critical understanding of business' role in the environmental policy process and its power in setting environmental policy through the three phases of its involvement;
 - articulate a thoughtful approach to be able to fit the Canadian experience with sustainability into comparable international situations;
 - identify and describe key terms about sustainability, green advertising, and corporate lobbying; and
 - assess findings from research sources and construct an academic argument to demonstrate a multi-faceted understanding about an aspect of the politics of sustainability.
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COURSE TOPICS:

- Key environmental policy terms for business: political objectives, strategies, and successes
- Power of business in environmental policy field
- Negotiated adaptation
- Case study: pulp and paper industry
- Regulation
- Case study: Montreal Protocol
- Voluntary codes
- Case study: oil and gas industry
- Sustainability/sustainable development
- Case study: chemical industry
- Green advertising
- Business lobbying

See instructor syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT:

Assignments	% Of Total Grade
Class Participation/Discussion	25%
Group Presentation	25%
Research Project	25%
Final Examination	<u>25%</u>
Total	100%

Please see the instructor syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.