



## Post-Degree Diploma in Sustainable Business Practices (PDDB) Program Outline

PROGRAM IMPLEMENTATION DATE: January 2014  
OUTLINE EFFECTIVE DATE: September 2023  
PROGRAM OUTLINE REVIEW DATE: March 2028

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### GENERAL PROGRAM DESCRIPTION:

This post-degree diploma program is designed for students who have a bachelor degree in a non-business field. The first year of the diploma provides a foundation in business administration; the second year focuses on the knowledge and analytical skills to promote sustainability initiatives and support sustainability requirements. Students will examine best practices in sustainable business activities, perform case study analysis, compare sustainable reporting frameworks, and examine environmental sustainability from a scientific perspective. Sustainable business planning will also be examined through government, not-for-profit and for-profit business lenses focusing on specific business functions such as marketing, human resource management, finance, operations and leadership.

This credential recognizes the growing demand for working professionals who can develop and manage sustainability initiatives. Sustainability reporting requirements are increasing at all levels of government and are often required to obtain contracts, funding, grants, and licenses. Public companies are accountable to consumers and ethical investors for their sustainability practices and environmental impact. Sustainability planning can also strengthen communities while increasing employee retention and morale. Sustainability also has an economic dimension in terms of the proven benefits of improving supply chain logistics, refining operational procedures, and reducing waste.

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**Delivery:** This program includes face-to-face, hybrid and online courses.

### COTR Credits: 60

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	900
Seminars / Tutorials	
Laboratory / Studio Hours	45
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	<b>945</b>

#### Practicum Hours (if applicable):

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

**Program Outline Contact:**

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Signature

**APPROVAL SIGNATURES:**

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Department Head Signature

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Dean Signature

EDCO

Valid from: September 2023 – March 2028

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Education Council Approval Date

**PROGRAM ADMISSIONS AND TRANSFER CREDIT:**

This program is offered by the Business Management department. It is interdisciplinary in nature and includes Flexible Assessment (FA) components.

1. A degree other than Business, Commerce, Finance or Tourism from a recognized university/college or permission of the Dean is required.

Students with a business-related degree from another country may enter the post-degree diploma program in order to retake introductory business courses in a Canadian context; however, no transfer credit or flexible assessment will be granted for these students to meet program requirements with the exception of transfer credit granted for ENGL 100.

2. Students whose first language is not English must have an IELTS assessment score of at least 6.0 in all bands and 6.5 overall.
3. Minimum 60% in either MATH 080, Foundations 11, Pre-Calculus 11, Essentials 11, Applications 11, Principles 11, Computer Science 11, Computer Science 12, Foundations of Math 12, Pre-Calculus 12, Statistics 12, Geometry 12, or equivalent.

**Graduation Requirements:** Students must maintain a program average of at least 65% and minimum course grades of at least 60% in all courses contributing to this credential.

**Flexible Assessment:** A minimum of 25% of program credits must be completed with College of the Rockies' courses. For the Post-Degree Diploma in Sustainable Business Practices, this amounts to at least 15 credits. In most cases, students will complete a minimum of five sustainability courses (i.e. MGMT 303, MGMT 305, MGMT 307, MGMT 310, and MGMT 410).

**Transfer Credit:** Transfer credit may be granted for courses taken at other institutions on a case-by-case basis.

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## PROGRAM GOALS:

At the successful completion of this program, students will be able to

- identify and apply the fundamental concepts of accounting and use accounting terms as they relate to business situations;
- explain the objectives of financial reporting and how various audiences use accounting information in decision-making;
- use arithmetic and algebra to determine cost-volume profitability and interest payments;
- recognize fundamental marketing topics such as consumer decision making, business marketing, segmenting and targeting, marketing research, and the marketing mix components;
- describe the basic functions of management and the different types and levels of management;
- analyze the relationship between supply, demand, and other economic variables;
- analyze national income accounting; calculate and interpret macroeconomic indicators as well as fiscal and monetary policy;
- recognize the importance of sustainable business practices for long-term business viability;
- identify ethical issues in the various business disciplines including accounting, marketing, finance and human resources;
- explain the relationship between corporate social responsibility and its impact on triple bottom line financial performance;
- analyze complex social problems and develop market-based solutions;
- evaluate the main tools and methods used in marketing and fundraising for social good;
- interpret the impact of globalization, turbulent markets, disruptive technologies, climate change, and social stress on business practices;
- compare approaches to sustainability reporting in governmental, non-governmental, and not-for-profit organizations, examine in relation to the UN's 17 Sustainable Development Goals;
- devise strategies for overcoming resistance to change in sustainability implementation;
- evaluate how well organizations have managed product life cycle, production process management or supply chains to enhance sustainability;
- identify the components of an ecosystem and discuss the role of each in ecosystem sustainability; and
- apply a basic knowledge of science to analyze environmental processes and use measurement and data to solve typical problems of environmental importance.

## **COMPONENT COURSES:**

### ***Year 1 - Required Courses (21 credits)***

NOTE: ENGL 100 is a prerequisite for many courses in the PDDB program and must be taken in the first semester.

#### ***ENGL 100: English Composition (3 credits)***

English 100 focuses on composition for academic purposes and develops a student's ability to write clearly and effectively. Students also learn the fundamentals of critical thinking, scholarly research, and academic reading

#### ***ACCT 261: Introductory Financial Accounting 1 (3 credits)***

In this first semester of a two-semester course in accounting, the students are introduced to the basic accounting cycle including preparation of useful financial statements. Other topics include accounting for cash, receivables, inventory, and payroll.

#### ***ECON 101: Microeconomics (3 credits)***

This course deals with the economic principles that govern the individual segments of the economy. Topics include supply and demand, price elasticity, utility, cost of production, perfect and imperfect market structures, theory of production, the demand for factors, and the pricing of factors. Some current business situations are discussed.

#### ***ECON 102: Macroeconomics (3 credits)***

This course presents the economic principles that govern the behaviour of the nation's economy. Topics include production possibility, supply and demand, national income analysis, money and banking, fiscal and monetary policy, and international trade. Current Canadian economic problems are discussed.

#### ***MATH 111: Business Mathematics (3 credits)***

This course emphasizes the mathematics required in general business processes. It begins with a brief review of arithmetic and algebra. These skills are then applied to business situations requiring the use of percentages, markup, simple interest and compound interest. The emphasis is on applied business mathematics and the use of a hand-held business calculator. This course is designed to prepare students for the mathematical and analytical applications required in subsequent business and economics courses.

#### ***MGMT 204 or MGMT 216 (3 credits)***

*MGMT 204* provides an overview of management. It covers theory, process, and practice of the four fundamental management skills: Planning, Organizing, Leading and Controlling as well as the role of managers in organizations.

*MGMT 216* - In this course students can discover and apply concepts to both explain and influence how people and their organizations work. Specific topics include motivation, perception, personality, emotions, communication, team dynamics, decision making, conflict and negotiation, power and organizational politics, leadership, organizational change and development, organization, and culture.

#### ***MKTG 281: Principles of Marketing (3 credits)***

To gain an overview of the marketing process as it applies to marketing products and/or services in public, private and not-for-profit organizations. At the end of the course, the students should understand the four P's of marketing: Price, Place, Promotion and Product, and the interrelationships between marketing and overall business practices. This 45-hour course provides an introduction to other more advanced courses in the College of the Rockies Business program.

## **Year 2 - Required Courses (18 credits)**

### **MGMT 303: Business Ethics (3 credits)**

This course provides an overview of Canadian business and its interrelationships with society. This course material covers current issues and ethical challenges faced in the world of work and provide the student with practical tools, methods and resources that encourage ethical behaviour in and out of the workplace. Concepts covered include stakeholder management, corporate social responsibility, and managing ethics from a business and managerial perspective.

### **MGMT 305: Social Enterprise (3 credits)**

Sustainable and resilient communities are ones where social, economic, human, environmental, and cultural needs and goals are all met. Social Enterprises contribute to community development through direct participation in the marketplace and by using the profits produced to support a social purpose. This course introduces the Social Enterprise concept and challenges students to identify social issues and develop market driven solutions that benefit all stakeholders. Business planning, leadership and transparent financial reporting are all stressed to ensure social benefits are realized.

### **MGMT 307: Leading Sustainability (3 credits)**

This course highlights the essential role leaders play in the success of sustainability initiatives and presents specific leadership strategies that facilitate sustainability implementation. Examples of leadership strategies relevant to sustainability implementation include creating a vision, strategically aligning with corporate goals, communicating across the organization, changing corporate culture and mindset, and using reward systems, evaluation, and control to ensure long term success.

### **MGMT 310: Sustainability Theory and Metrics (3 credits)**

In this course, students develop a theoretical foundation for understanding and assessing sustainability in business practices. Students examine the theoretical framework, core concepts, and the business case for sustainability. Activities and readings explore regional and global trends affecting sustainability, including climate change and increasing stress on global ecosystems, sustainable community development, turbulent markets, disruptive technologies, and the impact of disparity between rich and poor. Sustainability measurement and reporting systems are compared and evaluated.

### **MGMT 410: Managing Sustainable Operations (3 credits)**

This course develops students' ability to strategically implement sustainable business practices within the value chain of a business and to strategically implement more sustainable business practices. Building upon the theory and metrics of sustainability, this course examines how implementation works at the level of operations management. Students review existing practices and consider new challenges that operations managers face when integrating sustainability within their organizations and traditional ways of doing business.

### **BIOL 151 or CHEM 100 or ENSC 101 (3 credits)**

Biology 151 focuses on environmental and ecological topics within biology from a local perspective. BIOL 151 helps inform students about local and global environmental issues, current events, and new and emerging technologies from a scientific perspective. Students, with the help of their instructor, will design and implement a research project that focuses on a local environmental issue and present it to members of the community.

**CHEM 100** is an introduction to the fields of environmental studies and environmental chemistry. Qualitative and quantitative aspects of environmental processes are studied. Topics include atmospheric processes (including those involving carbon dioxide and ozone), air pollution, acid rain, natural waters, dissolved oxygen and the fate of chemical compounds in the environment. Where possible, examples involving local issues and current events are studied.

**ENSC 101 Introduction to Environmental Science**

This course introduces students to scientific analysis and communication of environmental issues. Students will learn about natural systems and the complex interactions among their biological physical, chemical and anthropogenic components. Students will consider Western and Indigenous perspectives, governance, and economic factors to critically evaluate and communicate environmental problems.

**Specialty Courses (21 credits)**

A variety of elective courses can be used to satisfy this credit requirement. The electives are listed below. If elective courses are unavailable in a given semester, unused electives from other semesters may be substituted. Courses outside of the program may be considered as electives with the prior approval of the Business Program Coordinator.

**ELECTIVES**

- Introductory Financial Accounting 2 (ACCT 262)
- Biology of the Environment (BIOL 151)
- Introduction to Environmental Chemistry (CHEM 100)
- Technical and Professional Writing (COMC 101) **or** Advanced Professional Communications (COMC 102)
- Introduction to Data Processing (COMP 153) **or** Computer Applications in Business (COMP 154)
- Managerial Economics (ECON 207)
- Environmental Economics (ECON 250)
- Introduction to Environmental Science (ENSC 101)
- Introduction to Environmental Sustainability (ENST 200)
- Canada’s Environmental History (HIST 230)
- Organizational Behaviour (MGMT 216) **or** Principles of Management (MGMT 204)
- Business Law (MGMT 212)
- Human Resource Management (MGMT 302)
- Introduction to Non Profit Management (MGMT 304)
- Entrepreneurship and Small Business Management (MGMT 316)

**PROGRAM CHANGES:**

Information contained in this program outline is correct at the time of publication. Courses and course content may be revised from time to time based on changing educational, employment and marketing needs. The timetable may also be revised.

**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

Please see graduation requirements for minimum grade requirements.