Cross Listing Course Form (4/9/14)

I: Criteria
To qualify for consideration for cross listing, all courses must:
- be requested by both departments or programs;
- count as credit toward an existing major, minor, or certificate program;
- not be experimental or have a reserved variable content course number (x90-X99)
- carry the same title (both parent and sibling courses) and, if possible, carry the same course number;
- be implemented within comparable course levels, e.g., (U), (UG), or (G);
- be offered under an existing rubric.
Under no circumstances will a course have more than three crosslistings.

II: Summary of courses requested for crosslisting

<table>
<thead>
<tr>
<th>Requesting Dept / Program (must be department of parent course)</th>
<th>Business Technology Department – Missoula College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent Course Prefix and Number</td>
<td>BGEN160S</td>
</tr>
<tr>
<td>Sibling Course(s) Prefix (Pre CCN) and Number</td>
<td>CCS160S</td>
</tr>
<tr>
<td>Course Title</td>
<td>Issues in Sustainability</td>
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</tbody>
</table>

II. Endorsement/Approvals
Complete the form and obtain signatures before submitting to Faculty Senate Office

<table>
<thead>
<tr>
<th>Please type / print name</th>
<th>Signature</th>
<th>Date</th>
<th>Approve *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requestor: Lisa Swallow</td>
<td>[Signature]</td>
<td>12/15/14</td>
<td>[Yes] [No]</td>
</tr>
<tr>
<td>Phone/ email: 243-7810</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent Program Chair/Director: Cheryl Galipeau</td>
<td>[Signature]</td>
<td>12/15/14</td>
<td>[Yes] [No]</td>
</tr>
<tr>
<td>Sibling Program Chair(s) / Director(s): Nicky Phear</td>
<td>[Signature]</td>
<td>12/23/14</td>
<td>[Yes] [No]</td>
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<td>Dean(s): Jane Baker James Burchfield</td>
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*Signatory Comments (required for disapproval):

IV. Rationale
Do these courses need to be cross listed to fill an external requirement?
If YES, define external requirement and attach documentation.

If NO, complete narrative: In 500 words or less explain why only cross-listing this course serves the need for delivering academic content. You must identify how both the parent and sibling units contribute to the cross-listed course’s content and how cross listing contributes to the respective units’ missions of serving students. The narrative must also identify additional reasons for cross listing such as a specialized need for advertising to prospective students, sharing resources across departments (equipment, space, instructors, etc.), or mutual contribution to course content.

BGEN 106S Issues in Sustainability serves a critical need within the Climate Change Studies minor program. It is one of our solutions-area course offerings and the only one that covers sustainable business concepts and strategies. Identifying this course within the listing of courses within the Climate Change Studies minor will help student recognize it as a possible course to
meet their minor requirements. In return, a crosslisting with CCS helps to populate and diversify student enrollment within the Issues in Sustainability class. Lead professors (Nicky Phear and Lisa Swallow) guest speak in each other’s courses, furthering collaboration. The ASCRC has previously approved this course for crosslisting with CCS.

### V. Syllabus

<table>
<thead>
<tr>
<th>Issues in Sustainability</th>
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<tbody>
<tr>
<td><strong>CCS160S/BGEN160S</strong></td>
</tr>
<tr>
<td><strong>FALL 2014</strong></td>
</tr>
<tr>
<td>Missoula College of the University of Montana</td>
</tr>
</tbody>
</table>

**CCS160S-AU14-Swallow**
**BGEN160S-AU14-Swallow**
Credit Hours: 3
Prerequisites: None
Professor: Lisa Swallow
Office Phone: 243-7810
Office Hours: MW 12-1 or by appointment
Email: lisa.swallow@umontana.edu

**COURSE DESCRIPTION:**
This literature-intensive course is intended to expose the student to a variety of essays addressing the balance of economic development with the principles of triple bottom line. The student is offered an introduction to sustainability concepts, natural systems/cycles and environmental economics. Natural capitalism and triple bottom line maximization is explored, along with the role of corporations and small businesses in sustainable development. A survey of issues surrounding corporate social responsibility, sustainability reporting and sustainability-driven innovation will be conducted.

**STUDENT PERFORMANCE OUTCOMES**
- Define sustainability; identify facets of conventional vs. natural capitalism
- Delineate natural cycles and ecosystem services and discuss human impact on environment
- Using metrics to determine sustainability including IPAT, Carbon Footprint, Ecological Footprint
- Identify characteristics of sustainable corporations and critically examine alignment of sustainability and economic development objectives; examine biomimicry as an innovative method of adapting nature’s best ideas for human use
- Outline principles of triple bottom line [3E] and the Natural Step framework
- Identify objectives and key indicators of corporate social responsibility
- Discuss socially responsible investing
- Identify trends shaping global markets; discuss product/process design considerations in a sustainable environment
- Articulate how the trend towards business sustainability is impacting markets, management and product innovation
- Identify key issues surrounding climate change and discuss adaptation vs. abatement policies
- Critically analyze sustainability as a social vision and enumerate/discuss facets of a sustainable lifestyle

COURSE MATERIALS
- Readings are either posted in .pdf file format in Moodle or can be accessed online. The web addresses are on Moodle, in each unit’s “Readings & Outcomes” files.
  - Online access – I will post supplemental articles, announcements and grades to Moodle. If you don’t know how to access it yet, please do so by the end of the first week of class.

USE OF PERSONAL ELECTRONIC DEVICES
Cell phones or other electronic devices are great communication tools; however, while you are in class, put them aside. These are my guidelines:
- Your cell phone should be turned off or on vibrate. If you are expecting an important call/message, keep it on your desk. If a call/text comes in, take your phone and quietly leave the room to take care of your call/text. Return when finished.
- There will be no use of cell phones or other tablets during the midterm or final exam.
- You may bring an I-pod to class only during the days we are working on projects that do not include lectures.

If you have a hard time complying with this, I will have to ask you to leave the class.

ACADEMIC HONESTY
The professor, school, and the University rely upon and cherish a community of trust. The professor firmly endorses, upholds, and embraces the University’s Student Conduct Code. Even one misconduct infraction can destroy an exemplary reputation that has taken years for the University to build. Acting in a manner consistent with the University’s policies will benefit every member of the community, not only while you attend the University, but also in your future business endeavors. All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the professor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umont.edu/vpsa/student_conduct.php.

STUDENT WITH DISABILITIES
Students with disabilities may request reasonable modifications by contacting me. UM assures equal access to instruction. You must provide a letter from your DSS coordinator as outlined on their website so we can discuss your needs and provide accommodations throughout the course, including exams.

GRADING SCALE
Plus/minus grades will not be given in this course. The total points earned will be divided by the total points available to arrive at the percentage of points earned. Letter grades will be allocated as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90 - 100%</td>
<td>A</td>
</tr>
<tr>
<td>80 - 89%</td>
<td>B</td>
</tr>
<tr>
<td>70 - 79%</td>
<td>C</td>
</tr>
<tr>
<td>60 - 69%</td>
<td>D</td>
</tr>
<tr>
<td>59% -</td>
<td>F</td>
</tr>
</tbody>
</table>

GRADING MATRIX
Grades will be based on your class participation and papers as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Class Participation – various depending upon project</td>
<td>90</td>
</tr>
<tr>
<td>Paper 1 (2 pages)</td>
<td>10</td>
</tr>
<tr>
<td>Unit Quizzes</td>
<td>75</td>
</tr>
<tr>
<td>Company Sustainability Paper Outline</td>
<td>20</td>
</tr>
<tr>
<td>Company Sustainability Paper</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>385</strong></td>
</tr>
</tbody>
</table>

PAPERS
All papers should be double-spaced and in 11 point or larger font. You should include full citation for any works including books, magazine articles, web sites and interviews that you use in preparing your papers including those that have been assigned in class (i.e. you need to include cites for all references you used to draw your conclusions even if they aren’t directly quoted). You are encouraged (and sometimes required) to include references that were not assigned. No late papers will be accepted.

COURSE READING AND PARTICIPATION
*Readings should be read by the day listed in the schedule* if possible and no later than the end of the week assigned (i.e. Saturday). You will be expected to discuss the readings in class on a regular basis. I will provide some leading questions to begin discussions. Your comments should be based on knowledge gained from the assigned readings and other outside sources you feel are relevant. In addition to expounding on your own thoughts, you should respond to other students – these may contain questions, alternative points of view or related comments. They should not just be brief affirmations such as “I agree” or “Good point.” If you agree or think something is a good point, expound on why you believe that.

CLASS PARTICIPATION
You will be expected to attend class on a regular basis and come prepared to discuss the assigned readings and other outside sources if you like. I will be keeping track of your participation and assigning participation grades for each of the seven units throughout the term.

TOPICAL OUTLINE
Unit 1 – What is Environmentally Neutral or Sustainable Development?
Definition of sustainability; natural cycles; economic systems and ecosystem services; natural capitalism; The Natural Step framework

Unit 2 – Ecological Footprint & Other Metrics
Ecological Footprint analysis at different scales [individual, corporation, region, nation, world]; identify and determine carbon footprint and process of calculating greenhouse gas inventory; business impact on carrying capacity, GDP vs. GPI

Unit 3 – Introduction to Sustainable Business and Innovation
Triple bottom line; biomimicry; sustainability-driven innovation

Unit 4 – Corporate Social Responsibility [CSR]: Stakeholders, Value and Reporting
Defining CSR; Social responsibility reporting and investing, global and market reporting indices
Unit 5 – Markets & Products in a Sustainable Paradigm
Green market segmentation; green consumers; sustainable product attributes; sustainable product design models

Unit 6 – Climate Change
What is climate change, alternative policies to address climate change, climate change risks/opportunities as pertains to business

Unit 7 – Sustainability as a Social Vision and Lifestyle
Envisioning change; the new economy and lifestyle impact

VI. Justification for third crosslisting:
In 500 words or less describe the extenuating circumstances making a third course necessary.

Currently pending ASCRC approval on third crosslisting. N/A on the renewal crosslisting.

VII Copies and Electronic Submission. After approval, submit signed original, and electronic file to the Faculty Senate Office, UH 221, camie.foos@mso.umt.edu.