Cross Listing Course Form (4/9/14)

I. Criteria

In order 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 course(s) requested for crosslisting:

| Requesting Dept / Program (must be department of parent course) | Business Technology, Missoula College |
| Parent Course Prefix and Number | BG 160S |
| Sibling Course(s) Prefix (Pre CCN) and Number | EV 160S |
| Course Title | Issues in Sustainability |

III. Endorsement/Approvals

Complete the following forms to request agreement of the cross-listing:

<table>
<thead>
<tr>
<th>Please type / print name</th>
<th>Signature</th>
<th>Date</th>
<th>Approve *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requestor:</td>
<td>Lisa Swallow</td>
<td>[Signature]</td>
<td>9-24-14</td>
</tr>
<tr>
<td>Phone/email:</td>
<td>243-7810</td>
<td><a href="mailto:Lisa.swallow@umontana.edu">Lisa.swallow@umontana.edu</a></td>
<td>9-24-14</td>
</tr>
<tr>
<td>Parent Program Chair/Director:</td>
<td>Cheryl Galipeau</td>
<td>[Signature]</td>
<td>9-24-14</td>
</tr>
<tr>
<td>Sibling Program Chair(s) / Director(s):</td>
<td>Phil Condon</td>
<td>[Signature]</td>
<td>9-24-14</td>
</tr>
<tr>
<td>Dean(s):</td>
<td>Jenny McNulty</td>
<td>[Signature]</td>
<td>9-24-14</td>
</tr>
<tr>
<td>Lynn Stocking, MC</td>
<td>243-7801</td>
<td>Lynn Stocking</td>
<td>9-24-14</td>
</tr>
</tbody>
</table>

*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.

(See Section VI below)
CCS160S/BGEN160S
Issues in Sustainability
FALL 2014
Missoula College of the University of Montana

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.umt.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>
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</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>
</thead>
<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>
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<tr>
<td><strong>Total</strong></td>
<td><strong>385</strong></td>
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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 compelling circumstances making a third course necessary.

This course is part of the Environmental Studies (EVST) Sustainable Business Focus Area which also requires several other business courses, including ACTG 201 & 202 (ACCT 201 & 202); BGEN 235 (MIS 257, IS 257); and MGMT 457. The course would count toward the EVST degree requirements in the major.

Justification is also based on: (1) the curricular relevance of the course to both degrees; (2) the close and regular interaction between the two units in developing and updating the course; and (3) attracting environmental studies students to the course and the focus area.

Interdisciplinary Relevance: Business graduates entering the workforce are increasingly asked to be prepared to understand and appreciate how businesses can operate in ways that provided environmental and social benefits, while maintaining profitability. Such priorities are increasingly important to both business and consumers. Corporate environmental performance is critical to addressing environmental concerns as well. As such, the area of sustainable business is of critical importance in the field of environmental studies and environmental practice.

Cross-Departmental Coordination: This course was developed through close discussions between the instructor and EVST faculty to meet an emerging curricular need to prepare students with knowledge and analytic skills in this interdisciplinary topic area and to serve and further encourage student interest. The instructor confers annually with the EVST faculty advisor for the EVST Sustainable Business focus area and other EVST faculty (e.g., Robin Saha and Josh Slotnick) who participate annually in the Campus Green Thread, a long-standing cross-disciplinary curriculum development program that had been supported by the UM Provost’s Office. Based on these consultations, the course content is regularly updated to reflect trends and interest areas in the emerging cross-disciplinary field of sustainable business practices. For example, the instructor has periodically included information on campus sustainability and community-based agriculture into the course.

Facilitating/Enabling EVST Student Interest/Enrollment: EVST students, especially transfer students who need 36 credits within EVST, are challenged to complete their degree in a timely manner and may be discouraged from taking the focus area. Cross-listing encourages students to explore this focus area and develop a strong interest in it. As a lower division class, cross-listing is particularly beneficial in drawing students’ attention to the course and the focus area early in their academic careers. Thus, cross-
listing with EVST helps in attracting various levels of EVST students to the class, which the instructor finds to add valuable diversity to the classroom learning environment.

Please note that the cross-listing with Climate Change Studies complements cross-listing with EVST.