

Greening Business Capstone
ENVS/MGMT 460, MWF 2:30-3:50pm

Spring 2010	Associate Professor Troy Abel	Associate Professor Craig Dunn
Classroom: AH 14	Office: Arntzen Hall 206 Hours: Tue. 10 – Noon, Wed. 9 – 11am, and by appointment	Office: Parks Hall 017A Hours: M 2 – 3:30, and by appointment
	Phone: (360) 650-6133	Phone: (360) 650-2593
	e-mail: troy.abel@wwu.edu	e-mail: craig.dunn@wwu.edu

Course Description

This course is an experiential capstone that focuses on the greening of business. The greening of business is neither just a private business matter nor a market failure requiring government intervention but requires novel thinking by both environmental studies and management professionals. This course therefore combines faculty and student teams from the College of Business and Economics and Huxley College of the Environment. Students form groups and prepare a Green Business Assessment for a community or campus organization. Student groups will compile, distribute, and present a final report to the campus and the client organizations during the week of December 3 – 7, 2012 (better known as dead week). This syllabus is subject to change. Changes, if any, will be announced in class. Students will be held responsible for all changes.

Teaching Philosophy

This course's foundation rests in a growing field of academic pedagogy known as "service-learning." According to the American Political Science Association, "*Service-learning is a partnership between academic institutions and communities. In contrast to traditional course-based projects that primarily use the community to exemplify a classroom principle, this reciprocal agreement allows communities to identify the needs that the student will fulfill. Instructors then structure the classroom materials around this service experience.*" You will have the opportunity to: (1) engage at the leading edge of the field of Greening Business where two WWU Colleges intersect; (2) build professional skills and abilities; and (3) serve as models of how to logically navigate the social dilemmas of environmental sustainability. This experience may be one of this University's best examples of environmental stewardship and sustainable practice. But that is up to us.

Thus far, our community partner organizations include Brenthaven, Inc., Woods Coffee, the Bellingham Beer Lab as well as other possible clients.

Student Learning Objectives

1. Students will have an experience driven by real world problems and their solutions. Your interactive learning and active participation will be fostered by the scholarly creation and presentation of a Greening Business Assessment. This class is not a conventional lecture format, but a simulated professional experience equivalent to a consulting business, a non-profit enterprise, or a public agency that provides analysis and planning for businesses who seek to green their operations. Individuals are encouraged to use skills they have developed in earlier coursework and to participate in a variety of ways in producing a finished, professional contribution.
2. Students will study and critique the practice of greening business with a systematic analysis and application of relevant theory and concepts. A scholarly reflection on your experiential project distinguishes this experience from other hands-on pedagogies such as volunteering or internships.

3. This course also provides an opportunity to work collaboratively in small groups with other students allowing participants to appreciate, honor, and celebrate people with diverse perspectives and backgrounds. We all know group work is challenging but it also reflects what you will do in your profession. My predecessors have developed a set of ground rules that we will distribute to help your groups succeed and foster your appreciation of your peers.
4. Students will practice the full complement of communication skills including written reports and oral presentations.

Student Responsibilities

Students are expected to prepare for and participate in class throughout the semester. Preparation includes reading the syllabus and assigned materials before classes when they are discussed, submitting work on time, and preparing professional written work.

Students will be evaluated according to their performance in these areas: (A) A Greening Business Assessment Report representing 40% of the course grade; (B) a Peer Evaluation accounting for 30% of the course grade, (C) three scholarly reflection papers representing 15% of the course grade, (D) a public presentation representing 10% of the course grade; and (E) a letter and resume accounting for 5% of the course grade. Each of these elements is described below.

Graduate student participants (MBAs) will have the additional responsibility of providing project management support as required for MBA 525.

- A. The format and length of the final report will be developed in the first half of the quarter by teams based on their client's problem, solution, and needs. Huxley College of the Environment now requires Capstone Reports to be submitted in a digital (.pdf) format. Capstone documents are posted on Wilson Library's web server. Students are required to create a digital signature page to be included in the .pdf file, as outlined below.

http://www.wvu.edu/huxley/docs/PDF_Signature_Instructions.pdf

Student/Faculty Steps for EIA (Capstone) REPORTS

1. Students complete their EIA project (**with faculty advisement**)
2. Students complete their written *EIA Report*
3. Students fill out and print a *Digital Release/Signature Page*
http://www.wvu.edu/huxley/docs/EIA_digital_release_signature_page.doc
4. All students **sign** *Digital Release/Signature Page*
5. **Faculty signs** *Digital Release/Signature Page*
6. Students **scan** *Digital Release/Signature Page* (w/student and faculty signatures)
7. Students add scanned *Digital Release/Signature Page* (as a graphic) as a page of their *EIA Report*: this should be at the beginning of the document (right after the cover sheet and/or title page) and does not need to be included in the table of contents

8. Students convert the entire document to a **.pdf file**
Naming convention: Year_{abbreviated}ProjectName. e.g. *2009_KingMt2010_UGA_boundary*
9. Students deliver digital .pdf file (with scanned signature page) to Faculty member
10. **Faculty reads/approves/accepts EIA Report**
11. Instructor transfers .pdf files to *Wilson Library's* folder on the P:/ drive*:
P:/LIBRARY/library_theses/Huxley Papers
12. Instructor sends email to Wilson Library staff to notify them once all EIA reports for a given quarter are ready to post online.
Peter Smith 650-3175 psmith@wwu.edu
Kristine Rex 650-4083 kris.rex@wwu.edu
13. Wilson Library staff renames files as need be and posts to web

Once posted, the Capstone Reports will be part of the Huxley College Collection (which is part of their Content Digital Management) and should be searchable via Wilson's online catalog. The Huxley College Collection can be found:

http://content.wwu.edu/cdm4/index_hcc.php?CISOROOT=/hcc

- B. A peer evaluation survey will be available online in the fifth and ninth weeks of the quarter.
- C. Students will prepare a 4 to 5 page analysis of a chapter from each section of the Coglinase and Nash (2006) book that includes: (1) an overview of the chapter; 2) the relationship of the chapter to other course discussions, readings or materials; and 3) one or two important lessons for environmental professionals from the case. We will be looking for evidence of triangulation and synthesis.
- D. Groups must schedule, arrange, and conduct a public presentation of their assessment during the ninth week of the quarter.
- E. A letter and resume in response to the following job announcement will be due in the second week of the quarter.

Job Announcement

Greening Business and Sustainability Analyst: Abel and Dunn Environmental

This position is designed to allow for the development of professional environmental assessment knowledge and skills and may serve as a bridge to project management opportunities. Incumbents may work in current environmental assessment contracting or may be assigned to work exclusively in one specialized area of the program.

- Assists in the preparation of project analysis, synthesis, evaluation and other elements of a Greening Business Assessment.
- Assists in review of business operations, supply chains, life cycle assessment, carbon audits, and waste management.
- Assists in field investigations to compile data for client contracts.
- Disseminates information regarding Greening Business best practices.

Deadline: 10/5/2012

Deliver materials to: Troy D Abel, Abel and Dunn Environmental, 516 High Street, MS 9085, Bellingham, WA, 98225, Phone: (650) 650-6133, Email: troy.abel@wwu.edu

Required Books and Readings

Esty, Daniel C. and P.J. Simmons (2011). *Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function*. Hoboken, N.J: Wiley. The library carries this as an e-book with no limitations on viewing. In other words, this book is an optional purchase, but a required reading.

Coglianesse, Cary & Jennifer Nash. (2006). *Leveraging the private sector: management-based strategies for improving environmental performance*. Washington, DC: Resources For the Future.

Class Schedule and Readings

Session 1 W Sept 26	Introduction, Course expectations, Project options.	
Session 2 F Sept 28	Resumes and Cover Letters.	<i>Susan Anderson, Career Services</i>
Week 2 Session 3 M Oct 1	Managing the Consulting Relationship.	<i>Craig Dunn, Management, CBE</i>
Session 4 W Oct 3	Sustainability Reporting Concepts.	<i>Steve Senge, Accounting, CBE</i>
Session 5 F Oct 5	Sustainability Practice.	<i>Andrea Thomas, Coppervale Inc., Huxley alumnus</i>
Session 6 M Oct 8	Performance Dilemmas. Coglianese & Nash Chapter 1 “Management-based strategies for environmental performance,” Potoski and Prakash’s “Regulation Dilemma” (bb), and Lesser, Abel, and Stephan 2012 “Mapping clean and Green” (bb).	<i>Troy Abel, Environmental Studies, Huxley. 2:30 – 3:20.</i> <i>Group meetings 3:30 – 3:50pm</i>
Session 7 W Oct 10	Sustainable Business Development.	<i>Alex Ramel, Sustainable Connections and Huxley (2005)</i>
Session 8 F Oct 12	Coglianesse & Nash Chapters 2 & 9.	Facilitated discussion 2:30 – 3:20. Group meetings 3:30 – 3:50pm.
Week 4 Session 9 M Oct 15	Ethics and Business Social Responsibility.	<i>Craig Dunn, Management, CBE</i>
Session 10 W Oct 17	Mandates and Regulation. Coglianese & Nash Chapters 3, 4, & 5.	<i>Troy Abel, Environmental Studies, Huxley</i>
Session 11	Group updates and collaboration.	<i>Project Managers</i>

F Oct 19		
Session 12 M Oct 22	Green washing or green marketing.	<i>Craig Dunn, Management, CBE</i>
Session 13 W Oct 24	Group collaboration and reflection paper review.	
Session 14 F Oct 26	Mid-term client evaluations.	Reflection paper 1 due.
Week 6 Session 15 M Oct 29	Group collaboration.	
Session 16 W Oct 31	Incentives and pressures. Coglianesse & Nash Chapters 7, 8, & 9	<i>Troy Abel, Environmental Studies, Huxley</i>
Session 17 F Nov 2	Group collaboration.	
Session 18 M Nov 5	Group collaboration.	
Session 19 W Nov 7	Faculty mentoring.	
Session 20 F Nov 9	Group collaboration.	
Week 8 Session 21 M Nov 12	Veteran's Day Holiday.	<i>No class.</i>
Session 22 W Nov 14	Group collaboration and reflection paper review.	
Session 23 F Nov 16	Faculty mentoring.	Reflection paper 2 due.
Session 24 M Nov 19	Group updates and collaboration.	<i>Project Managers</i>
W Nov 21 F Nov 23	Thanksgiving vacation.	<i>No class</i>
Week 10 Session 25 M Nov 26	Group collaboration.	
Session 26 W Nov 28	Group collaboration and reflection paper review.	
Session 27 F Nov 30	Faculty mentoring.	Reflection paper 3 due.
Week 11 Dec 3 - 7	Final presentations.	<i>Locations and times to be determined.</i>

Academic Dishonesty Policy

Western Washington University students are responsible for reading, understanding, and following the policy and procedures regarding academic dishonesty as set forth in the *WWU Academic Dishonesty Policy and Procedure* (see Appendix D of the University Bulletin).

Reasonable Accommodation Policy

It is the policy of Western Washington University to provide reasonable accommodation to the known physical, sensory, or mental limitations of qualified individuals except where such accommodation would impose undue hardship on the institution. To request accommodation, students must contact WWU disability resources for Students at 360-650-3844 or www.drs.wvu.edu.