

COURSE CODE: BUAD 346

COURSE TITLE: Sustainable Management

Calendar Description

Formerly BUAD 339. This course explores sustainability theory and sustainable management practices for private-sector business. Environmental, social and economic concepts are integrated and applied across business disciplines. Sustainability models and evaluation frameworks are used to understand how sustainability can impact strategic thinking, operational decision-making, and performance reporting.

Prerequisite(s): A minimum of third year standing

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: BBA - Elective

Transfer Credit: None

Special Notes: Students with credit for BUAD 339 Selected Topic - Environmentally Sustainable Enterprise cannot take BUAD 346 for additional credit.

Credits: 3

Hours per Week: 3

Originally Developed: November 2011

EDCO Approval: May 2018

CHAIR'S APPROVAL: 

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Explain sustainability issues in a business context.
2	Assess business practices using the three pillars model of sustainability.
3	Evaluate business sustainability reporting using contemporary reporting methods.
4	Describe environmental economics and environmental valuation methods.
5	Explain how human resources management builds capacity for sustainable management.
6	Recommend sustainability initiatives throughout a firm's entire value chain.
7	Critique a firm's sustainability strategy.
8	Compare a firm's stakeholder engagement strategies to current sustainability guidelines.

Course Objectives

Objectives	This course will cover the following content: See the Course Schedule below
------------	--

Professors

Name	Phone Number	Office	Email
Danielle Robinson	4172	E228	drobinson@okanagan.bc.ca

Evaluation Procedure

Learning Activities	20 %
Mid-Term Exam	25 %
Final Exam	25 %
Team Projects	30 %
Total	100 %

Generative AI tools are not permitted unless explicitly stated otherwise

The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))

Required Materials

Chouinard, Y. (2016). *Let My People Go Surfing: The Education of a Reluctant Businessman--Including 10 More Years of Business Unusual*. Penguin.

Please purchase through OC bookstore or alternative.

Textbook excerpts available in Moodle including:

- Selections from Molthan-Hall, P. ed. (2017). *The Business Student's Guide to Sustainable Management*. London: Routledge.
- Selections from Kopnina, H., Blewitt, J. (2018). *Sustainable Business*. London: Routledge.

Additional resources not shown on the outline may be assigned including industry examples, excerpts from books, standards, webinars, podcasts, documentary films, articles from journals, news and business media. These will be available in Moodle.

Notes

Detailed information about assignments and how they are evaluated will be given in class, but some general notes about evaluation are provided below:

Learning Activities (20%)

These short assignments are intended to incentivize your active and thoughtful preparation/ participation. They will be assessed as fully meets expectations/full marks, partially meets expectations/half marks, does not submit/no marks.

Midterm Exam (25%)

Short-answer and paragraph responses covering content in Chouinard (2016), concepts from lectures and assigned supplementary material.

Final Exam (25%)

Cumulative, requires demonstration of learning outcomes in the form of reflective writing activity.

Team Projects (30%)

Details will be discussed in-class, but please expect an applied service-learning component.

Submission Policy

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty as determined by the professor.

Course Schedule Fridays 11 am - 1:50 pm E-208

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period - see policy.	Chapter(s):
Jan	5	Sustainable development in a business context Introduction to the Patagonia Case	Ch 5 PRME, the UN Global Compact and the Sustainable Development Goals in <i>The Business Student's Guide to Sustainable Management</i>
	12	Patagonia Case: Part 1	Chouinard: History
	19	Patagonia Case: Part 2	Chouinard: Design Production Distribution Marketing
	26	Patagonia Case: Part 3	Chouinard: Financial HR Management Environmental
Feb	2	Conceptualizing the 3 pillars: values, assumptions and systems	Chouinard: Turn Around and Take a Step Forward. Ch 16 Systems Thinking and Sustainable Management in <i>The Student's Guide to Sustainable Management</i>
	9	Reporting, stakeholder engagement, certification	Ch 6 Sustainability reporting in <i>The Student's Guide to Sustainable Management</i>
	16	Reading Week - no classes	
	23	Environmental Economics, Circular Economy, Sustainable Finance.	Ch 8 Environmental Economics in <i>The Student's Guide to Sustainable Management</i> Ch 12 Towards a Circular Economy in <i>Sustainable Management</i>
Mar	2	Strategic Change	Ch 17 Developing sustainably responsible strategies in <i>The Student's Guide to Sustainable Management</i>
	9	Mid Term Exam March 13, 2026	
	16	Applying sustainable management concepts.	
	23	Applying sustainable management concepts.	
	30	Applying sustainable management concepts. Team Project Deliverables due.	
Apr	6	Applying sustainable management concepts.	
Final Exam Date TBA Mon, Apr 13 - Wed, Apr 22 - Final exam period			

Skills Across the Business Curriculum

The School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.