

MANAGEMENT 375G GLOBAL ENVIRONMENTAL ASSESSMENT AND MANAGEMENT

MTWTh, 10:20 – 12:20 pm, BC 103, Summer I 2008

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COURSE MATERIALS

- Schaltegger, S., Burritt, R., & Peterson, H. (2003). An Introduction to Corporate Environmental Management: Striving for Sustainability. Greenleaf Publishing, UK.
- Starke, L. (Ed.). (2008). State of the World 2008: Innovations for a Sustainable Economy. W. W. Norton & Company, New York.
- Course reader (ISBN-10: 0-39-049234-5) available for purchase through McGraw-Hill on the Internet at <http://ebooks.primisonline.com>.

DESCRIPTION

- In this course we will examine environmental assessment and management through the perspectives of corporate environmental management and sustainability. These topics include new ways of thinking about business and economy involving environmental interaction.
- In addition, an objective of the course is to foster inquiry on current developments in environmental assessment and global sustainability. In the process of taking this course students will be challenged to analyze and critically evaluate environmental concerns and problems. Issues ranging from stakeholder management, eco-efficiency, strategic environmental management, green marketing, and environmental management systems will be covered.

WHAT IS GENERAL EDUCATION CORE CURRICULUM (GECC)? This course has been certified as one in NMSU's GECC. The GECC attempts to foster intelligent inquiry, abstract logical thinking, critical analysis & the integration & synthesis of knowledge; it strives for literacy in writing, reading, speaking & listening; it teaches mathematical structures; acquainting students with precise abstract thought about numbers & space; it encourages an understanding of science & scientific inquiry, it provides a historical consciousness, including an understanding of one's own heritage as well as respect for other peoples & cultures; it includes an examination of values & stresses the importance of a carefully considered values system; it fosters an appreciation of the arts; & general education provides the breadth necessary to have a familiarity with the various branches of human understanding.

Business students may not use this course to fulfill one of the GE Viewing the Wider World requirements. Business students may use this as a business elective or they may use this course to fulfill their specific major requirements.

STUDENT RESPONSIBILITIES

1. To prepare assigned materials prior to class including: assigned reading and

homework.

2. To attend classes and actively participate.
3. To be aware of class schedule changes and key dates.

UNIVERSITY POLICIES

Disabilities/Employee Relations: Feel free to call the Director of Institutional Equity at 575-646-3635 with any questions you may have about NMSU's Non-Discrimination Policy & complaints of discrimination, including sexual harassment. Call the Coordinator of Services for Students with Disabilities at 575-646-6840 regarding student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

DROP DATE: The last day to drop with a "W" is Monday, June 16th. By that time you will have received at least one exam score. If class announcements and posted grades leave you uncertain as to your standing in the class prior to the drop date, see me prior to June 16th. The STUDENT is RESPONSIBLE for dropping the course, not the instructor. Choosing to drop the course but failing to actually withdraw prior to the deadline will result in an "F" grade.

UNIVERSITY EXCUSED ABSENCE: The following describes university policy regarding university excused absences: "Students making satisfactory progress in their classes will be excused from classes when they are representing New Mexico State University on a university sponsored event (e.g., ASNMSU President represents NMSU at legislative session, student-athletes competing in NMSU scheduled athletic events or education field trips and conferences). Authorized absences do not relieve the student of class responsibilities. Prior written notice of the authorized absence will be provided to the instructor by the sponsoring department."

COURSE POLICIES

WEB CT: Please make sure you are properly enrolled at the web ct homepage <https://salsa.nmsu.edu/>. This course will use Web CT for the posting of certain homework assignments and power point slides. However, Web CT is just a supplemental tool for this course. This is not an online class. There will be homework assignments given in class not posted on Web CT. In addition, numerous in class exercises will occur for which students must attend.

CHEATING: Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

In addition, it will be considered **cheating** to turn in any **identical, individual** assignments. For example, two individuals' assignment contains the exact same typo in the exact same place ("the strategic model is incorrect" and "the strategic model is incorrect"). The instructor has no problem with students working together and sharing

information; however, the actual write up of the assignments needs to be done individually; unless students have received instruction to do it as a group assignment. The instructor is aware that some students in the past have attempted to hand in another individual's photocopied work or simply printed another copy of another individual's work. This will not be tolerated and will be considered cheating for both individuals involved.

Additionally, cheating on exams will not be tolerated. If I suspect anyone of cheating, you will receive a zero on that particular exam.

ASSIGNMENTS AND GRADING

EXAMS: There will be two exams given during the semester, each worth 100 points. Students missing an exam during the semester due to sufficient cause (i.e., documented illness, university excused absence – see above) must notify the instructor a week in advance (except for abrupt illness, etc.) that they will be absent on the exam day.

DEBATE: The debates focus on relevant topics in environmental management. Each student will participate in one debate from the *Taking Sides* readings provided in the McGraw-Hill e-Book. Each debate team will consist of 2-3 students. Students are expected to conduct additional research on their debate topic using library resources. Thus, a bibliography should be provided to the instructor by each debate team. Students will follow a structured debate format to be provided by the instructor. There will also be a peer evaluation component of the debate grade. The debate is worth 75 points.

ATTENDANCE/PARTICIPATION: Attendance and participation are an integral part of this management course. For example, there will be in-class assignments on the *State of the World* readings, videos, simulations, experiential learning exercises, and discussions. These activities will provide students with the opportunity to think critically about subject matter related to class material. Additionally, such material could also be included on the exams. Thus, it is critical that students attend class on a regular basis. In-class assignments, participation, and attendance are worth a total of 75 points. More details will be provided throughout the course.

MOVIE REVIEW: Students will work in groups of 2-3. Each group can choose to watch either *A Civil Action* or *Erin Brockovich*. Groups are expected to turn in a 3-5 page paper responding to questions about the movie, which will be distributed in class. This assignment is worth 10% of the overall grade (50 pts.).

HOMEWORK: There will be five homework assignments due throughout the semester. Each homework assignment will be worth 10 points. Assignments will usually consist of several short answer questions based on a variety of themes, which include case studies and in-class video(s). Students are expected to work individually on all homework unless indicated by the instructor. Specific instructions will be provided for each homework assignment prior to its due date. Homework must be turned in at the beginning of class. Electronic copies and late assignments will not be accepted.

POP QUIZZES. A total of 5 pop quizzes will be given in the summer session, 5 individual and 5 group pop quizzes. Both individual & group pop quizzes will be given each week on the assigned readings and lecture content. First, students will take a quiz individually that will count for a grade, then students will take the same quiz in a group that will then count for another grade. Pop quizzes will be worth a total of 50 points.

Grade Breakdown	Pts	%	Letter Grade Breakdown		
			Pts	%	Grade
Mid-Term Exam	100	20	450-500	90-100%	A
Final Exam	100	20	400-449	80-89%	B
Debate	75	15	350-399	70-79%	C
Participation & Attendance (includes in-class assignments)	75	15	300-349	60-69%	D
Movie Review Paper	50	10	Below 300	Below 60%	F
Homework	50	10			
Pop Quizzes	50	10			
TOTAL	500	100%			

COURSE SCHEDULE

The following is a general outline of material to be covered during the semester. Note: the schedule is subject to changes in response to progress and opportunities that may arise in a given semester. Therefore it is imperative for you to attend class and be aware of new developments in the course which may affect the due dates of homework, readings, or scheduling of tests.

MANAGEMENT 375G COURSE SCHEDULE		
DATE	TOPIC	CHAPTER/READINGS
05/29	Introduction, <i>The 11th Hour</i> (Part 1)	
6/2	Understanding Our Environment, <i>American Values, American Wilderness, Seeding the Sustainable Economy</i>	e-Book: pp. 1-18 <i>State of the World</i> Ch 1
6/3	Sustainability & Sustainable Development, Sustainability Mini Case, China & India, <i>China Revs Up*</i>	Text: Ch 4; Handout; Lecture Notes
6/4	Business Management and Stakeholders, Stakeholder Role Playing Activity	Text: Ch 6, Ch 11 pp. 162-169
6/5	Corporate Social Responsibility, <i>The Corporation, Meat and Seafood</i>	Reading to be posted on WebCT; <i>State of the World</i> Ch 5
6/9	Markets & Efficiency, <i>The Corporation, The Parallel Economy of the Commons</i>	Text Ch 8, pp. 62-67; Lecture Notes; <i>State of the World</i> Ch 10
6/10	Business Sustainability, Supply Chain	Text: Ch 5, Ch 8 pp. 75-

	Management, Fair Trade Coffee Mini Case	87 ; Handout
6/11	Rethinking Production , <i>The 11th Hour</i> (Part 2), The Natural Step, <i>A Passion for Sustainability</i> *	<i>State of the World</i> Ch 3; Reading to be posted on WebCT
6/12	Regulations & Environmental Standards, New Approaches to Trade Governance	Text: Ch 9; See PPT; <i>State of the World</i> Ch 14
6/16	MID-TERM EXAM	
6/17	Partnerships & Legitimacy, <i>Border 2012 Video</i> , NGO & Corporate Cooperation Mini Case, Trust Exercise, Last day to Withdraw with a “W”	Text: Ch 10 pp. 107-134; Handout
6/18	Strategic Environmental Management (SWOT Analysis, Environmental Strategies)	Text: Ch 12-14
6/19	Risk Management, <i>20 Years without Justice</i> , Human Rights Mini Case, Building a Low Carbon Economy , <i>The Ethanol Solution</i> , <i>The 11th Hour</i> (Part 3)	Text: Ch 15; Handout; <i>State of the World</i> Ch 6
6/23	Eco-Marketing Overview, Ecover and Green Marketing Case A* , The Challenge of Sustainable Lifestyles , <i>The 11th Hour</i> (Part 4), Movie Review Due*	See PPT; e-Book: pp. 19- 24; <i>State of the World</i> Ch 4
6/24	Green Advertising, Brands Mini Case, Product Packaging Exercise, Ecover and Green Marketing Case B*	See PPT; e-Book: pp. 25-31
6/25	The Marketing Mix, 4 P’s of New Product Development Exercise, Ecover and Green Marketing Case C*	See PPT; e-Book: pp. 32-36
6/26	Environmental Management Systems & Eco- Control, Environmental Reporting	Text: Ch 18; Text: Ch 10 pp. 141-146
6/30	Debate 1: Is the condition of the environment really as bad as environmentalists claim? Debate 2: Should we export pesticides to the developing world?	e-Book: pp. 37-51 e-Book: pp. 51-65
7/1	Debate 3: Is bottling water a good solution to problems of water purity? Debate 4: Should the world continue to rely on oil as a major source of energy?	e-Book: pp. 66-84 e-Book: pp. 84-93
7/2	Environmental Management at the Ysleta del Sur Pueblo, <i>The Lorax</i> Bonus Activity, <i>The 11th Hour</i> (Part 5)	
7/3	FINAL EXAM	
*Indicates Homework Assignment		