BUS347 Triple Bottom Line Business (27246)
Winter 2021 | Online and Asynchronous
December 20, 2021 to January 14, 2022 (4-weeks)

Course Syllabus

“The greatest threat to our planet is the belief that someone else will save it.” – Robert Swan

School of Business Mission Statement
We prepare lifelong, entrepreneurial thinkers fluent in business technologies.

Course Prerequisites: Junior standing, BUS260 (Marketing), and BUS280 (Legal Environment of Business)

Course Format & Meetings: This is an online course. At the start of the semester, I will post all course learning modules by week to Brightspace. All course materials will be posted by noon on Monday, December 20. It is up to you to decide when you review these learning materials each week, keeping in mind all assignment due dates. Additional information found below in the Course Structure & Format Details section. NOTE: This is a four-week accelerated course!

Course Mode & Location: Online | Virtual and Zoom (for office hour appointments and check-ins)
Required Materials & Technology

Required Textbook


The textbook is available online at [https://usm.ecampus.com/](https://usm.ecampus.com/). Note: Textbooks are no longer available for purchase at the USM Bookstore, and can only be purchased online.

In addition to the two course textbooks, there will be two additional documents for you to read. I will provide copies of these two in Brightspace. They are:

*The Tragedy of the Commons* by Garrett Hardin
*An Introduction to Business Ethics* by Professor Carter Manny

These two readings will be found in the Content area of Brightspace with the other materials for the week they are assigned.

Technology Requirements

You will need high-speed Internet access for this course. It is recommended that you complete this course on a desktop or laptop. Students attempting to complete the course on a mobile phone may find it difficult to review and complete course materials and assignments. In addition, you will need access to the following technology:

- Brightspace, USM’s Learning Management System (you can access Brightspace through the MyUSM portal). All course materials, including podcasts, study guides, additional readings, and online discussion boards, can be found in Brightspace. You will also take your quizzes and final exam in Brightspace. Additional information regarding the Brightspace Technical Requirements section below.
- Email – to submit course assignments, to communicate with the professor about the course, and to ask questions.
- Zoom – to connect for office hours or check-ins
- Word processing and presentation programs – to write papers and make presentations. Note: papers must be submitted in Google doc, Microsoft Word or PDF format only. All other formats
will not be accepted. Recommended programs: Microsoft Word, Microsoft PowerPoint, Google Doc, Google Slide, other presentation apps like prezi.

- Audio and video capture programs – to make required course presentations.

**Course Details**

**Course Description**

This course will introduce you to the triple bottom line and frameworks that are key to making effective and responsible social, environmental, and financial decisions. Visionary business leaders, eyeing the end of the fossil-fuel era and other global sustainable trends, recognize the need to re-think business practice and strategy.

You will explore the relationship between marketing strategies and the marketing environment as part of the decision-making process that involves balancing socially, environmentally, and financially responsible business behavior. You will learn to identify market needs as they relate to fair trade, buy local, organic, and carbon neutral, and then integrate these trends into a company’s positioning and value proposition. You will examine the role of the customer and community in determining what and how your firm markets its products and services. You will examine triple bottom line and understand how managing it can directly impact business success and profitability.

**Course Learning Outcomes**

Students who complete this course successfully will be able to:

- Define the triple bottom line;
- Understand the role the triple bottom line plays in successful business strategy;
- Describe changing and evolving trends in the marketing environment and their role in decision making;
- Explain the business case for sustainability;
- Understand how corporate social responsibility and environmental performance impact marketing strategy;
- Analyze the sustainability strategy for a firm;
- Employ a deliberate process and framework for ethical decision-making, and use the results to advocate for actions that drive sustainable business practices;
- Engage in business and community dialogues about social, environmental, and financial responsibility; and
- Communicate in oral and written speech, and interact with groups online.
This course fulfills the USM Core requirement for Ethical Inquiry, Social Responsibility, and Citizenship (EISRC). It addresses themes that engage students in critical reflection on their responsibilities to society and to the environment by informed decision-making and action in their public and private lives. The course also requires students to frame, analyze, and evaluate ethical issues, as well as to evaluate their own viewpoints and actions in relation to the ethical decision-making framework that will be reviewed.

In addition, we will examine Garrett Hardin's *The Tragedy of the Commons* and Professor Carter Manny's *An Introduction to Business Ethics* during the first two weeks of class as a framework for discussing ethics and social responsibility. Both of these documents will be provided on Brightspace for your review.

**Structure & Format of the Course**

This is an online course. This is an accelerated four-week course, running from December 20 until January 14. As a result, this course is about four as fast as the normal semester long course. All course materials will be posted in Brightspace. This is a self-paced course. It is up to each individual to decide when to complete course work each week, keeping in mind the various due dates of assignments throughout the semester.

**Attendance**

There is no formal attendance policy for this online course. It is up to you to determine when you review course materials and when your complete assignments (please keep due dates in mind). Note: full credit will not be given for assignments that are turned in after due dates except in extreme circumstances.

**Withdrawal from the Course**

Please visit [https://usm.maine.edu/reg/addingdroppingwithdrawal](https://usm.maine.edu/reg/addingdroppingwithdrawal) for more information, including the last day to drop this course with a grade of W.

**Course Evaluations**

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use
your feedback to make improvements to the course materials, assignments, and outcomes.

**Podcasts and Study Guides**

For each week of the course, three or four learning modules will be posted to the Content area of Brightspace. Each learning module will contain a podcast and study guide. Podcasts are audio recording for you to listen to prior to your review of the accompanying study guide. Podcast's average 20 minutes in length, are delivered in MP3 files, and provide a basic introduction to each week’s topics. You should think of podcast as mini-lectures. Study Guides are created in PowerPoint and contain detailed information about the week’s topics. Study Guides average 50 slides and also contain links to additional reading and video content online.

**Course Assignments**

Below you will find details for our course assignments this semester. Additional details can be found in Podcast/Study Guide 0: Welcome to our Course and the Assignment Details document that is posted in Brightspace. Please note the due date of each assignment, and I do accept assignments early.

1. **Sustainable Business Learning Packets** – You will complete three learning packets over the course of the semester. Papers will be due by 11:59 pm on Sunday the week they are assigned. Each learning packet will contain a series of questions and topics to address, documenting your learning and application of course topics, contents, and readings. **You should review each learning packet carefully at the start of the week that the assignment is due.** Each learning packet should be about 7-pages long. Further details can be found in the Assignment Details section of Brightspace, Learning Packets should be created in Microsoft Word or PDF, and submitted via email.

2. **Sustainable business presentation (AKA Your TED Talk)** – Students will analyze a company to determine if that company is practicing sustainability and following the triple bottom line. Your analysis should include a review of not only the company’s sustainability plans, but also how the company is putting that plan into action. A company that simply had a plan, but takes little to no action is not truly following the triple bottom line. Students will prepare a 10-minute presentation discussing their analysis following the TED Talk format. Presentations should be video or audio recorded and submitted to the professor via email. This assignment is due in Week 4, by 11:59 pm on Friday, 1/14. Your presentation should be submitted via email.

3. **Final exam** – There will be a comprehensive final exam at the end of the course. You will take the
The final exam will be held in Brightspace. The final exam contains 50 questions and is a mix of true/false and multiple choice. Once you start the final exam, you will have 3-hours to complete it. The final exam will be posted on the first day of class, and is due by 11:59 pm on the last day of class, Friday, 1/14.

**Grading**

<table>
<thead>
<tr>
<th>Assignment / Assessment</th>
<th>Due</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Business Learning Packet #1</td>
<td>12/26</td>
<td>20%</td>
</tr>
<tr>
<td>Sustainable Business Learning Packet #2</td>
<td>1/2</td>
<td>20%</td>
</tr>
<tr>
<td>Sustainable Business Learning Packet #3</td>
<td>1/9</td>
<td>20%</td>
</tr>
<tr>
<td>Sustainable Business Presentation (TED Talk)</td>
<td>1/14</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>1/14</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-93%</td>
</tr>
<tr>
<td>A-</td>
<td>92-90%</td>
</tr>
<tr>
<td>B+</td>
<td>89-87%</td>
</tr>
<tr>
<td>B</td>
<td>86-83%</td>
</tr>
<tr>
<td>B-</td>
<td>82-80%</td>
</tr>
<tr>
<td>C+</td>
<td>79-77%</td>
</tr>
<tr>
<td>C</td>
<td>76-73%</td>
</tr>
<tr>
<td>C-</td>
<td>72-70%</td>
</tr>
<tr>
<td>D</td>
<td>69-60%</td>
</tr>
<tr>
<td>F</td>
<td>60% or lower</td>
</tr>
</tbody>
</table>

**Late Work**

You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the professor, will be penalized. Assignments submitted more than 15 days after their due date without prior contact with the professor will not be accepted.
Late assignments will incur a 5-point grade deduction for each week (or partial week) that they are late. For example, if you receive a 95 on an assignment but have submitted it two weeks late, you will receive a 10-point grade deduction, and your final grade on that assignment will be 85. Remember: you must notify me in advance by email if an assignment is going to be late.

Please let me know if you have any questions.

Course Incompletes

I only issue incompletes in extreme cases with appropriate documentation. In most circumstances, students who do not complete all assigned work by the end of the semester will receive the grade that they have earned to date. Once outstanding work is submitted, your course grade may be revised. Work submitted late is subject to the grading penalty discussed above. Please let me know if you have any questions about this policy.

A Note About Required Papers

Below are some guidelines for the assigned papers:
- Papers should be created in Microsoft Word or PDF.
- Papers will be emailed to the Professor on or before the due date.
- Details for papers will be presented in-class and posted in the Announcements section of Blackboard. These announcements will be emailed to you.
- Papers should be double spaced, in font size 10 to 12.
- Papers must be your own original work. Plagiarism will not be tolerated.
- There are no grading rubrics for papers. You should answer each question asked in the assignment in a way that demonstrates your understanding of course material. For example, if you are asked to develop a new product, you must be able to demonstrate that you know the new product development process, how to use it, and how to apply thinking to each to evaluate and ensure successful product launch.
- You must cite any work that you reference in your paper. You can decide which citation style to use (e.g., APA, MLA, Chicago, etc.). For more information about citation styles please visit http://pitt.libguides.com/citationhelp.
# Course Schedule

**Topics / Readings / Assignments Schedule (subject to change with notice)**

Weeks are Monday – Sunday to allow you flexibility in completing your readings and assignments.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Topics, Assignments, and Reading</th>
</tr>
</thead>
</table>
| **Week #1**  
(Week of Dec 20) | **TOPICS:**  
Podcast/Study Guide 0: Introduction to Course and Review of Syllabus  
Podcast/Study Guide 1: Introduction to Sustainable Business and the Triple Bottom Line  
Podcast/Study Guide 2: Science of Sustainability  
Podcast/Study Guide 3: Business Ethics and Corporate Social Responsibility  
**READ:**  
Syllabus  
Rafinejad’s *Sustainable Product Innovation* Chapters 1 – 3 (course textbook)  
Manny’s *An Introduction to Business Ethics* (posted in Content area of Brightspace)  
**WATCH:**  
TED Talk: Why I must speak out about climate change  
(https://www.ted.com/talks/james_hansen_why_i_must_speak_out_about_climate_change)  
TED Talk: How to make a profit while making a difference  
(https://www.ted.com/talks/audrey_choi_how_to_make_a_profit_while_making_a_difference)  
TED Talk: The business logic of sustainability  
(https://www.ted.com/talks/ray_anderson_on_the_business_logic_of_sustainability)  
**DUE:**  
Sustainable Business Learning Packet #1 (by 11:59 pm on Sunday, December 26) |
<table>
<thead>
<tr>
<th>Week #2</th>
<th>TOPICS:</th>
<th>READ:</th>
<th>WATCH:</th>
<th>DUE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Week of Dec 27)</td>
<td>Podcast/Study Guide 4: Focus on Financial, Environmental, and Social Responsibilities &amp; Strategies</td>
<td>Rafinejad’s <em>Sustainable Product Innovation</em> Chapters 4 – 6 (course textbook)</td>
<td>TED Talk: The Earth is full (<a href="https://www.ted.com/talks/paul_gilding_the_earth_is_full">https://www.ted.com/talks/paul_gilding_the_earth_is_full</a>)</td>
<td>Sustainable Business Learning Packet #2 (by 11:59 pm on Sunday, January 2)</td>
</tr>
<tr>
<td></td>
<td>Podcast/Study Guide 5: Corporate Governance and Risk Management</td>
<td>Hardin’s <em>The Tragedy of the Commons</em> (posted in the Content area of Brightspace)</td>
<td>TED Talk: Profit’s not always the point (<a href="https://www.ted.com/talks/harish_manwani_profit_s_not_always_the_point">https://www.ted.com/talks/harish_manwani_profit_s_not_always_the_point</a>)</td>
<td></td>
</tr>
<tr>
<td>Week #3</td>
<td>TOPICS:</td>
<td>READ:</td>
<td>WATCH:</td>
<td>DUE:</td>
</tr>
<tr>
<td>(Week of Jan 3)</td>
<td>Podcast/Study Guide 7: Managing Sustainable Business (Marketing, Product Development, Supply Chain)</td>
<td>Rafinejad’s <em>Sustainable Product Innovation</em> Chapters 7 – 9 (course textbook)</td>
<td>TED Talk: Why climate change is a threat to human rights (<a href="https://www.ted.com/talks/mary_robinson_why_climate_change_is_a_threat_to_human_rights">https://www.ted.com/talks/mary_robinson_why_climate_change_is_a_threat_to_human_rights</a>)</td>
<td>Sustainable Business Learning Packet #3 (by 11:59 pm on Sunday, January 9)</td>
</tr>
<tr>
<td></td>
<td>Podcast/Study Guide 8: Leadership, Organizational Behavior, and Change Management</td>
<td></td>
<td>TED Talk: Are mushrooms the new plastic (<a href="https://www.ted.com/talks/eben_bayer_are_mushrooms_the_new_plastic">https://www.ted.com/talks/eben_bayer_are_mushrooms_the_new_plastic</a>)</td>
<td></td>
</tr>
</tbody>
</table>
| Week #4 (Week of Jan 10) | TOPICS:  
Podcast/Study Guide 10: Accountability, Metrics, and Reporting  
Podcast/Study Guide 11: Special Topics (Sustainable Entrepreneurship, Accounting, and Investing)  
Podcast/Study Guide 12: Course Recap  

**DUE:**  
TED Talk Presentation (by 11:59 pm on Friday, January 14)  
Final Exam (by 11:59 pm on Friday, January 14) |