



## Corporate Environmental Management & Policy Fall 2020

**Instructor:** Dr. Younsung Kim  
**Course Time:** Monday 7:20pm -10:00pm  
**Location:** Online

**Office Hours:** by appt.  
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**Office:** DK 3020

Sustainability concerns are fast becoming a strategic issue for organizations in all sectors. In the last ten years numerous organizations have completely redefined their business strategies in line with principles of sustainability by balancing the requirements for economic development, environmental quality and social justice, and governments worldwide are developing programs and policies that encourage these activities. This course explores the connections between organization strategy – especially within the private sector, sustainability and public policy. Through a combination of practical cases, readings, and lectures, class sessions will engage students in discussions aimed at developing sustainability assessment models. Additionally, students will apply new strategy tools that incorporate principles of proactive environmental management and social responsibility designed to enhance the public good.

### **Learning Objectives:**

This course has four learning objectives:

1. To understand the environmental management practices that advance sustainability in organizations
2. To recognize how organizations' independent actions (in the absence of government regulations) may improve the environment, and why
3. To understand how to assess an organization's impact to the natural environment, and apply this knowledge towards developing an actual sustainability assessment
4. To analyze the potential that corporate sustainability initiatives and strategies have for improving the natural environment.

### **Readings:**

Articles will be available on Blackboard. The first set of readings provide a historical overview of business sustainability. They discuss topics that were relevant in the early 1990s, and serve as a foundation to the modern discussions about corporate sustainability. These initial readings are the most often cited works related to the key concept being discussed. Some cases will be available on Blackboard, but certain case articles need to be purchased.

## Course Evaluation:

Grades for EVPP 638 will be calculated based on the following criteria, which are explained further below:

- |                                   |     |
|-----------------------------------|-----|
| 1. Class participation            | 15% |
| 2. 1-page papers (5 total)        | 15% |
| 3. 2 professional reports         | 50% |
| 4. PowerPoint presentations       | 10% |
| 5. Individual write-up assignment | 10% |

### 1. Class Participation & Attendance

Class participation is a component of your overall grades. Participation will be based on factors such as contributing to discussions, asking questions and offering commentary, and doing the background preparation for simulations and exercises. You will never be penalized for participating. I expect that you will take advantage of our class time to ask questions and engage in discussion. The reason for the emphasis on student participation is that learning is often greater when students are actively engaged in the classroom. Significant class participation also makes our time together more interesting.

To facilitate class participation, it is imperative that all reading assignments be completed *before class*. As such, class attendance is required. *Daily* participation grades will be assessed at the end of each class. Non-attendance earns 0 points, unless a student submits three questions to the instructor via email prior to his or her absence. This “forgiveness” policy does not apply to a class involving a facility tour (*if one is planned*). Missing 3 or more classes will result in a 0 for your participation grade overall, regardless of whether or not questions were submitted to the instructor prior to the absences. Missing the facility tour will count as two class absences. Attendance with no participation earns one-third of participation for that class, whereas attendance with participation earns two-thirds of participation credit. The final credit is earned based on the substance and quality of your participation. Therefore, if you attend class and do not participate in the discussion, you will earn a participation grade of 33 percent and reduce your total grade by 7 percent. Should you decide to leave at the break you will receive 0 participation points, regardless of how active you were during the first half of class.

Class participation also includes participation on Discussion Board in our course web page. You will be notified about the discussion topics our course websites, and you are expected to participate in discussion board based on the guidelines.

Should you miss a class, it is your responsibility to obtain class notes, outlines, and other handouts from your peers. Please do not contact me about these matters.

### 2. One-page Essays

Students will write weekly one-page essays that integrate the assigned readings. At first, this “one page” business may seem easy, but it is very difficult to make a useful, complete argument in just one page. If you find this task easy, you are likely not putting forth the necessary effort or analysis. You need to submit seven 1-page assignments in total during semester. The writing guidelines of 1-page essays are available on Blackboard.

### **3. Professional Report**

In lieu of examinations or term papers, students will develop two professional reports. The rationale for this approach is that I anticipate that you will learn far more from applying the course concepts to actual events outside the classroom. Moreover, for those of you looking for career changes in environmental management and policy, you may use the professional reports as selling points for your assessment capabilities.

Reports will be developed in a team setting, because in the professional environment you will most likely be working in teams. Learning how to work in teams, to motivate one another, to negotiate schedules, and to reach a common goal is as part of your professional development as textbook readings. This class will provide such a forum.

Teams will be formed at the beginning of the semester. Each team will be randomly created and include 2-4 members, depending on class size. Random assignment of team members will further simulate a general work setting in that you often do not have control over which individuals for whom you will be working with.

I'll post the detailed writing and presentation guidelines on Blackboard.

### **4. Individual Write-up Assignment**

Students will write up a short individual report on the latest research trends and discussion about any theme in the field of corporate sustainability. More guidance and submission ways will be discussed in class.

## **ADMINISTRATIVE DETAILS**

### **Students with Disabilities and Special Needs:**

I will make every effort to accommodate students who have special learning needs or documented disabilities. In order to do so, please inform me within the first two weeks of class and contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be arranged through the DRC.

### **Audit Policy:**

Students who choose to audit the class are expected to read all of the assigned materials prior to attending class and to participate fully in classroom discussions and exercises.

### **Honor Code:**

Students are required to be familiar and comply with the requirements of the GMU Honor Code:

*To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:*

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.  
(see <http://academicintegrity.gmu.edu/honorcode>)

**If you are caught plagiarizing, you WILL be brought before the Honor Committee.**

Booth, Colomb, and Williams (1995) state in their book, *The Craft of Research* (University of Chicago Press):

“You plagiarize when, intentionally or not, you use someone else's words or ideas but fail to credit that person. You plagiarize even when you do credit the author but use his exact words without so indicating with quotation marks or block indentation. You also plagiarize when you use words so close to those in your source, that if you placed your work next to the source, you would see that you could not have written what you did without the source at your elbow” (p. 167).

**Policy on Late Policy Reports:**

Papers that are submitted after the beginning of the class period in which they are due are automatically deducted 5 percent. The same amount is deducted for each day that the paper is further delayed. Think critically before you choose to turn in a report late. In weighing the costs and the benefits of a late paper, my general impression is that taking the additional time does not overcome the penalty.

**Extra Credit:**

This class offers no extra credit because it is structured to reward students who participate fully in classroom lectures. Classroom participation accounts for 10 percent of your grade.

**Policy on Grades of Incomplete:**

Work should be completed by the end of the class period listed in the course syllabus. Course grades of incomplete require a dean's letter.