Unit study package code: MGMT2004
Mode of study: Fully Online
Tuition pattern summary: This unit does not have a fieldwork component.
Credit Value: 25.0
Pre-requisite units: Nil
Co-requisite units: Nil
Anti-requisite units: Nil
Result type: Grade/Mark
Approved incidental fees: Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/ incidental_fees.cfm for details.

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Learning Management System: Blackboard (lms.curtin.edu.au)
Acknowledgement of Country
We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present.

Syllabus
This is an introduction to contemporary environmental issues relevant to managers of today’s and tomorrow’s business organisations. It surveys current environmental problems, resultant business responsibilities and possible responses. The unit sheds light on the interdependencies that exist between the economy, society and nature, highlighting ecological needs and realities and comparing those to the needs of communities, business operators, governments and business stakeholders. You will be shown how to identify and understand environmental problems and to develop an understanding of the roles of, and opportunities for, business within the context of growing environmental constraints.

Introduction
Welcome to Environmental Issues in Business.

This unit will introduce you to contemporary social and environmental issues likely to be encountered in business, and should assist you to identify the problems that they pose as well as possible solutions.

In this unit, we will also explore current best practice managerial techniques and discuss how these can improve both socio-environmental and business outcomes. We will put emphasis on building practical knowledge base and developing skills which can facilitate better societal outcomes and improve business performance.

At the end of the semester, you should be able to identify and understand existing and emerging societal challenges, adopt a management perspective in developing strategies for dealing with these pressing issues, and also be able to recognize some new opportunities within today’s rapidly changing business environment.

The unit proceeds in lecture and tutorial format in order to provide students with a learning environment in which they can engage in debate and discussion as well as problem solving using critical thinking/reflection processes. Learning activities will seek to engage students individually as well as in teams.

Unit Learning Outcomes
All graduates of Curtin University achieve a set of nine graduate attributes during their course of study. These tell an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and attributes which employers say would be useful in a professional setting. Each unit in your course addresses the graduate attributes through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes tell you what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your achievement of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating we can say you will have achieved all of Curtin’s Graduate Attributes through the assurance of learning process in each unit.

<table>
<thead>
<tr>
<th>On successful completion of this unit students can:</th>
<th>Graduate Attributes addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Describe sustainable development theory and apply it to the business context</td>
<td>🎓 🍃</td>
</tr>
<tr>
<td>2 Describe some of the major environmental problems facing business and society</td>
<td>🎓 🍃</td>
</tr>
<tr>
<td>3 Examine and critique business responses to environmental problems</td>
<td>🎓 🍃</td>
</tr>
<tr>
<td>4 Develop and evaluate new entrepreneurial 'green' business opportunities</td>
<td>🎓 🍃</td>
</tr>
</tbody>
</table>
Learning Activities

This unit is taught in on-line mode. Students will be assigned weekly tasks and activities which are to be completed on-line either on an individual basis or within a group setting. Regular and active on-line participation is expected. Students will also complete an individual major written assignment and sit a final exam at the end of the semester.

Find out more about Curtin’s Graduate attributes at the Office of Teaching & Learning website: ctl.curtin.edu.au
Learning Resources

Essential texts

The required textbook(s) for this unit are:

- The required textbook for this unit is:
  (ISBN/ISSN: 9780170210645)

Other resources

Assessment
Assessment schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Value %</th>
<th>Date Due</th>
<th>Unit Learning Outcome(s) Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorial Presentation</td>
<td>20 percent</td>
<td>Week: Every Thursday of teaching week beginning Week 2 Day: As per Discussion posting timetable Time: As per Discussion posting timetable</td>
<td>1,2,3</td>
</tr>
<tr>
<td>Major Assignment</td>
<td>40 percent</td>
<td>Week: Week 10 Day: May 6th Friday Time: 17:00</td>
<td>1,2,3</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40 percent</td>
<td>TBA</td>
<td>2,3,4</td>
</tr>
</tbody>
</table>

Detailed information on assessment tasks

1. 1. Assessment 1 – Tutorial Presentation - Weekly Online Contribution 20%

In an online environment, the equivalent of face to face tutorial presentation and participation is online participation. The learning activities in this unit are therefore structured around your participation in the Discussion Boards. These activities are supported by your research and reading, online resources on the Blackboard website, and assessment tasks. On-line participation requires students to contribute to discussion boards on a weekly basis. The use of discussion boards enables asynchronous communication, allowing students to participate at a time and from a place that suits them.

Through regular interaction, students become actively involved in the construction of their knowledge, as well as the ‘collective intelligence’ of the group. The discussion topics and the use of the discussion boards promote critical thinking, education, and communication skills. You are required to participate actively in your Small Team Discussion Board and the Main Class Discussion Board. Twelve Forums have been specifically developed for the weekly posts for both Discussion boards and you are required to post to the assigned Forum for each of the respective Modules. Please note that retrospective posts will not be marked. You are therefore advised to refer to the Discussion board schedule so as to adhere to the required datelines. Please contact your Online Facilitator (Endah.ibrahim@cbs.curtin.edu.au) if you have any queries or concerns regarding the due dates.

This assessment component comprises of two tasks; both of which are detailed below:

Assessment 1a) Team Participation (10% of the total for this assessment)

You will be placed into small groups where you will discuss and post your response to the weekly topic discussion questions onto the small Team Discussion Board.

From week 1 onwards, you are encouraged to comment and add to the posts of your fellow team members on the Small Team Discussion Board. You will be assessed on the depth of the understanding that your response reveals and on your ability to comment/add on to the posts of your fellow team members. Team members should organise among themselves a suitable schedule to ensure that all members’ responses are posted prior to the Team Leader Summary being due. All weekly posts for this assessment component should be done on the Team Discussion Board to the specifically assigned Forum dedicated for that Module. Marks will not be awarded for retributive posts.

Assessment 1b) Team Leader Summary (10% of the total for this assessment)

Each person from your Team will take turns to summarise the team’s discussion and post the summary to the Class Discussion Board. Therefore, in week 1, you may want to develop a schedule and nominate a weekly Team Leader so as to allow everyone in your Team a turn to summarise the small Team Discussion. You also may want to allow the nominated Team Leader sufficient time to summarise and post the team’s discussion to the main Class Discussion Board. As such, please take into consideration time limitations when organizing the Team Leader Schedule among yourselves.

It is therefore advisable that the team develops and agrees upon a suitable schedule to allow the Team Leader sufficient
time to summarise the Team's discussion and post the summary to the Class Discussion Board. All posts for this assessment component should be done on the Class Discussion Board to the specifically assigned Forum dedicated for that Module. Failure on the part of the appointed Team Leader to post the Team's summary will only have an impact on that Team Leader's mark. None of the other team members will be penalized for the appointed Team Leader's failure to post a Team Summary on the Class Discussion Board.

Please note that, the first formal Team Leader summary (on the topic of Sustainability) is due by Thursday in Teaching Week 3 (17th March).

Team Leader Summaries are due on the Class Discussion Boards by 5pm of every Thursday.

The assessment of your participation in the Discussion Boards will take into account your preparation as well as the following:

- Evidence of completing preliminary reading & preparation activities from Blackboard
- Evidence of applying theoretical knowledge to analysing the set weekly case study problems
- Contribution of thoughtful and constructive comments and questions to small group and class posts
- Evidence of actively enabling other Small Team members to participate in discussions.

Your Online Facilitator will then post a feedback thread in response in the main Class Discussion Board.

### Discussion Posting Timetable

<table>
<thead>
<tr>
<th>Task</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominate weekly Team Leader and agreed on Team Leader schedule</td>
<td>To be agreed on and scheduled among team members by the end of first teaching week</td>
</tr>
<tr>
<td>(among team members on the Team Discussion Board)</td>
<td></td>
</tr>
<tr>
<td>Submission of individual response to discussion question</td>
<td>To be agreed on and scheduled among team members by the end of first teaching week</td>
</tr>
<tr>
<td>(post on Team Discussion Board to the dedicated Forum for that Module)</td>
<td></td>
</tr>
<tr>
<td>Submission of Team Summary by nominated Team Leader</td>
<td>By 5 pm (WST) on Thursday of each teaching week. First Team Leader summary is due on 17th March</td>
</tr>
<tr>
<td>(post on Class Discussion Board)</td>
<td></td>
</tr>
<tr>
<td>Feedback from Online Facilitator (post on Class Discussion Board)</td>
<td>Three days after Team Leaders post their summaries on the Class Discussion Board <em><strong>Retrospective posts will not be marked</strong></em></td>
</tr>
</tbody>
</table>

2. **Assessment 2 – Major Assignment 40%**

Due: 1700 hours (5pm) Friday 6th May (WST) via Turnitin (no hardcopy submission required)

Students will prepare a formal academic paper in an essay format of 2500 words which must address one of the seven (7) research topics provided by week 3 (on Blackboard under the Assessment tab). The major assignment has to include both a descriptive and an analytical component. In other words, you need to be able to present credible information on the topic that you select in an organised and structured way as well as provide a critical analysis (not just a summary of the relevant literature). ‘Credible information’ means that your information is derived from scholarly i.e., peer-reviewed, references. ‘Critical analysis’ in this instance means identifying, defining and discussing discipline related concepts and problems raised in your lectures and readings and applying them critically to the credible information you have collected. Your major assignment needs to be fully referenced and written to academic standards. The assessment criteria (rubric) for the major assignment can be viewed through My Grades.

Your essay needs to demonstrate the evidence of having read and absorbed AT LEAST FIVE (5) scholarly academic journal articles (you can include other authenticated reference sources e.g., Books, Australian Bureau of Statistics. as needed. but these do not count towards the minimum required number of scholarly articles).
Nor will online reports by academics (Working papers, Discussion papers, commissioned reports of all kinds) or by organisations or institutions, including NGOs and Government departments, be counted as scholarly. You also need to AVOID web-based materials taken from sites such as Wikipedia, Tutor.net, blogs, etc.

Penalties
Students submitting their essay with fewer than five (5) academic journal articles could be penalised at the rate of 2.5% deduction of 40 marks per missing source. For instance, if your essay has ‘0’ scholarly references, then a maximum of up to 5 marks could be deducted. Assignments which do not meet the word count i.e. 2500 words ±10% could be penalised at the rate of 10% deduction of 40 marks per 250 words above or below the limit. For example, if the length of your essay is either 2000 or 3000 words, then a maximum of up to 4 marks could be deducted.

You do not have to submit a hardcopy of your assignment – you are only required to submit an electronic copy by the due date and time via Turnitin. Any late submissions should be submitted to your Online Facilitator via email (Endah.ibrahim@cbs.curtin.edu.au).

3. ASSESSMENT 3: EXAM

The final examination is compulsory to attend. The two-hour long examination will take place during the formal examination period and will be based on materials covered in the lecturers/tutorials. The exam will contain short answer questions and a case study to which you will be asked to respond using critical thinking/reflection skills. Further details on the structure of the exam will be provided towards the end of the semester.

Total value: 40 marks

Pass requirements
Students must attempt all assessments and obtain an overall mark of 50/100 (50%) to pass this unit.

Fair assessment through moderation
Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/policies/teachingandlearning.cfm

Late assessment policy
This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied.

1. All assessments students are required to submit will have a due date and time specified on this Unit Outline.
2. Students will be penalised by a deduction of ten percent per calendar day for a late assessment submission (eg a mark equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late). This means that an assessment worth 20 marks will have two marks deducted per calendar day late. Hence if it was handed in three calendar days late and given a mark of 16/20, the student would receive 10/20. An assessment more than seven calendar days overdue will not be marked and will receive a mark of 0.

Assessment extension
A student unable to complete an assessment task by/on the original published date/time (eg examinations, tests) or due date/time (eg assignments) must apply for an assessment extension using the Assessment Extension form (available from the Forms page at students.curtin.edu.au/administration/) as prescribed by the Academic Registrar. It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student's control that prevent them from completing/submitting the assessment task.

The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she
was not able to submit the application prior to the assessment date. An application for an assessment extension will not be accepted after the date of the Board of Examiners’ meeting.

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check your OASIS email for details.

Deferred examinations/tests will be held from 18/07/2016 to 29/07/2016. Notification to students will be made after the Board of Examiners’ meeting via the Official Communications Channel (OCC) in OASIS.

Supplementary assessments

Supplementary assessments are not available in this unit.

Referencing style

The referencing style for this unit is Chicago. More information can be found on this style from the Library web site: http://libguides.library.curtin.edu.au/referencing.

Copyright

© Curtin University. The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

Academic Integrity (including plagiarism and cheating)

Any conduct by a student that is dishonest or unfair in connection with any academic work is considered to be academic misconduct. Plagiarism and cheating are serious offences that will be investigated and may result in penalties such as reduced or zero grades, annulled units or even termination from the course.

Plagiarism occurs when work or property of another person is presented as one’s own, without appropriate acknowledgement or referencing. Submitting work which has been produced by someone else (e.g. allowing or contracting another person to do the work for which you claim authorship) is also plagiarism. Submitted work is subjected to a plagiarism detection process, which may include the use of text matching systems or interviews with students to determine authorship.

Cheating includes (but is not limited to) asking or paying someone to complete an assessment task for you or any use of unauthorised materials or assistance during an examination or test.

From Semester 1, 2016, all incoming coursework students are required to complete Curtin’s Academic Integrity Program (AIP). If a student does not pass the program by the end of their first study period of enrolment at Curtin, their marks will be withheld until they pass. More information about the AIP can be found at: https://academicintegrity.curtin.edu.au/students/AIP.cfm

Refer to the Academic Integrity tab in Blackboard or academicintegrity.curtin.edu.au for more information, including student guidelines for avoiding plagiarism.

Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

For general ICT assistance, in the first instance please contact OASIS Student Support: oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre: life.curtin.edu.au/learning-support/learning_centre.htm
Using Blackboard, the I Drive and Back-Up files
Introduction to PowerPoint, Word and Excel

Additional information
Enrolment
It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities
It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- the University’s Guiding Ethical Principles
- the University’s policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University’s policies on appropriate use of software and computer facilities

Information on all these things is available through the University’s "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity
There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant family responsibilities, pregnancy, religious practices, living in a remote location or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact Student Equity at eesj@curtin.edu.au or go to http://eesj.curtin.edu.au/student_equity/index.cfm for more information.

You can also contact Counselling and Disability services: http://www.disability.curtin.edu.au or the Multi-faith services: http://life.curtin.edu.au/health-and-wellbeing/about_multifaith_services.htm for further information.

It is important to note that the staff of the university may not be able to meet your needs if they are not informed of your individual circumstances so please get in touch with the appropriate service if you require assistance. For general wellbeing concerns or advice please contact Curtin’s Student Wellbeing Advisory Service at: http://life.curtin.edu.au/health-and-wellbeing/student_wellbeing_service.htm

Recent unit changes
Students are encouraged to provide unit feedback through eVALUate, Curtin’s online student feedback system. For more information about eVALUate, please refer to evaluate.curtin.edu.au/info/.

To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.

Recent changes to this unit include:

N/A
## Program calendar

<table>
<thead>
<tr>
<th>Teaching Week</th>
<th>Week Beginning</th>
<th>Discussion Question</th>
<th>Assessment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29 Feb</td>
<td>No Discussion Question</td>
<td><strong>Team Discussion board:</strong>&lt;br&gt;1. Introductions&lt;br&gt;2. Organise Team Leader Schedule&lt;br&gt;3. Prepare/draft answer to Discussion Question 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Class Discussion board:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Introductions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. No Team Leader Summary</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>7 March</td>
<td>Practice Discussion Question</td>
<td><strong>Team Discussion Board:</strong>&lt;br&gt;1. Finalise Team Leader Schedule&lt;br&gt;2. Prepare/draft answers for DQ1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Class Discussion board:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Response to Blueprint activity</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. No Team Leader summary</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>14 March</td>
<td>Discussion question 1: Critically assess merits and demerits of the understanding of Corporate Social Responsibility based on Carroll’s pyramid.</td>
<td>**Team leader summary for DQ1 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 17 March</td>
</tr>
<tr>
<td>4</td>
<td>21 March</td>
<td>Discussion question 2: Is the notion of cleaner production an adequate response to sustainability challenge? Justify your answer.</td>
<td>**Team leader summary for DQ2 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 24 March</td>
</tr>
<tr>
<td>5</td>
<td>28 March</td>
<td><strong>Teaching free week but note that the next Team Leader Summary is due IMMEDIATELY after the break on the 7th of April</strong></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>4 April</td>
<td>Discussion question 4: Using ISO 14001, demonstrate the strengths and the weaknesses of Environmental Management Systems (EMS).</td>
<td>**Team leader summary for DQ4 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 7 April</td>
</tr>
<tr>
<td>7</td>
<td>11 April</td>
<td>Discussion question 5: Describe various types of eco-entrepreneurship and illustrate their characteristics using examples of well-known entrepreneurs.</td>
<td>**Team leader summary for DQ5 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 14 April</td>
</tr>
<tr>
<td>8</td>
<td>18 April</td>
<td><strong>Teaching free week but note that the next Team Leader Summary is due IMMEDIATELY after the break on the 28 of April</strong></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>2 May</td>
<td>Discussion question 7: Can companies use sustainability reporting to avoid providing meaningful insights into the sustainability of their operations? Make your case.</td>
<td><strong>Team leader summary for DQ7 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 5 May</strong>&lt;br&gt;&lt;br&gt;<strong>Major Assignment due 6 May at 5pm WST (1700 hours)</strong> via Turnitin</td>
</tr>
<tr>
<td>No hardcopy submission required</td>
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<td>--------------------------------</td>
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<tr>
<td><strong>Discussion question 8:</strong> What are the pros and cons of government regulation for sustainability?</td>
<td>Team leader summary for DQ8 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 12 May</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Discussion question 9:</strong> What is ethical and why isn’t always ethical?</td>
<td>Team leader summary for DQ9 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 19 May</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Discussion question 10:</strong> Discuss the connections between consumption and sustainability using an example of ‘consumer goods’ of your choice.</td>
<td>Team leader summary for DQ10 due on assigned Forum on Class Discussion board by Thursday 5pm (WST) of 26 May</td>
<td></td>
<td></td>
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</tbody>
</table>