ENVS 139
Business and the Environment

Fall 2017
Class time: Monday/Wednesday 11:00 – 12:15 pm
Class location: Psych 1902

Professor Simone Pulver
Pulver@es.ucsb.edu
Office Hours: Wednesday, 2-4pm
Bren Hall, Floor 4L, Rm 4001

Teaching Assistant
Lauren Menzer
lpmenzer@ucsb.edu
Office Hours: Monday 9:00-11:00 am
Bren Hall, Floor 4L, Rm 4010

Course description
We often think of the activities of business as in conflict with environmental protection. Environmental activists try to expose the polluting practices of companies in an effort to shut them down. Environmental groups push for regulation, changing how companies produce and consume resources. Why then have so many businesses come to embrace environmentalism? Almost every single major corporation in the United States has an environmental management team and showcases its environmental initiatives. In this course, we explore this conundrum. Our exploration follows a three-part structure. First, we look at how companies “go green.” How do they change 1) their operations, 2) the types of products they make, 3) their communication strategies about products and brands and 4) their governance structures? In the second part of the course, we ask why companies go green, exploring the market, regulatory, stakeholder, and transformational drivers of corporate greening. In the third and final part of the course, we investigate industry and economy-wide patterns in greening and consider three theories regarding the role of business in a transition to a sustainability society.
**Required readings**
The readings form a central component of this course. The reports, case studies, book chapters and journal articles that you will read during the quarter are a combination of key readings in the field and profiles of leading corporations. There will be opportunities to discuss the readings during lecture. To encourage you to keep up with the readings over the course of the quarter, there will be **reading-based written assignments and a final exam.**

Each lecture’s reading assignment is listed in the syllabus and is available **on-line** through the Gaucho Space course website. Please complete the readings before class. Follow instructions for logging on to the Gaucho Space course website at [https://gauchospace.ucsb.edu/courses/login/index.php](https://gauchospace.ucsb.edu/courses/login/index.php)

**Reading summaries**
As described above, the readings in this course include some key readings in the field of green business. Part of your reading assignment will be to complete **EIGHT SHORT** (max 400 words/less than 1 page single-spaced) reading summaries over the course of the quarter. Readings suitable for summary are marked with an asterisk (*). Each summary should have three parts: 1) Summarize the main points of the reading; 2) Describe the research method and data on which the reading is based; 3) Give me your assessment; do you find the reading convincing? **Summaries are due at the beginning of the class for which the reading was assigned.**

You can choose to substitute 2 reading summaries by attending the field trip to the Santa Barbara Bowl on Thursday, Nov 2 or Friday, Nov 3.

**Industry environmental performance analysis**
In addition to the course readings, you will work with a partner to prepare an industry environmental performance analysis. To complete this assignment, you and your partner will choose an industry, prepare an overview of that industry including leading companies and SWOT analysis, research the environmental impacts related to the industry, analyze trends in industry environmental performance, and identify key drivers of changes in industry environmental performance. Additional information to follow.

**Grading**
- Lecture and section attendance and participation: 10%
- Reading summaries: 15%
- Industry overview and bibliography: 20%
- Industry environmental performance trends summary: 5%
- Industry environmental performance analysis: 25%
- Final exam: 25%
## Business and the Environment

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon, Oct 2</td>
<td><strong>Introduction</strong></td>
<td>“Sustainability 101” by Wal-Mart</td>
</tr>
<tr>
<td>Mon, Oct 16</td>
<td><strong>Guest Lecture: Paige Sundstrom, Business Librarian, UCSB</strong></td>
<td>Bring laptops to class!</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Details</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>!! INDUSTRY OVERVIEW and BIBLIOGRAPHY DUE !!</td>
</tr>
<tr>
<td>Wed, Nov 1</td>
<td><strong>Lecture: Measuring industry environmental performance</strong></td>
<td>Bring laptops to class!</td>
</tr>
<tr>
<td>Thurs, Nov 2 &amp; Fri, Nov 3</td>
<td><strong>Field Trip to the Santa Barbara Bowl</strong></td>
<td>Meet at SB Bowl at 12:30pm for a 90-minute tour</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>!!! INDUSTRY ENVIRONMENTAL TRENDS ANALYSIS DUE !!!</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| Wed, Nov 15  | Lecture: Transformational leadership  
| Mon, Nov 20  | Lecture: A combined model of drivers of business greening  
!! DRAFT INDUSTRY ENV. PERFORMANCE ANALYSIS DUE !! |
| Wed, Nov 22  | No lecture or sections                                                                      |
| Thur, Nov 23 | THANKSGIVING                                                                                |
| Mon, Nov 27  | Business and the sustainability transition  
Lecture: We are on our way – Ecological modernization  
| Wed, Nov 29  | Lecture: Not possible – The treadmill of production  
| Mon, Dec 4   | Lecture: Disproportionality  
| Wed, Dec 6   | Debate: Which way forward?  
!! INDUSTRY ENVIRONMENTAL PERFORMANCE ANALYSIS DUE !! |
| Thurs, Dec 14 12-3pm |  
!!! FINAL EXAM !!! |
Policies and Resources

Screens in the classroom
Unless you have documented special needs that require the use of a computer in the classroom, I do not allow computer usage during class time, other than my own. I know that many students like to take notes on their laptops, etc., but the availability of chat functions, email, and the web have compromised this otherwise noble pursuit. Furthermore, all other electronic screens of any size should be turned off during class at all times. Instead, please bring a paper notebook, ballpoint pen, and take lots of notes; it is the best way to keep up with and absorb all the readings, lectures and discussions. It helps you to remember and to think. Studies have shown that note taking is even better than an energy drink to keep your mind alert and that screens in the classroom undermine student performance! If you read them closely, the words, images, and meanings from the course readings will live with you forever (or at least until the end of finals).

Academic integrity
All members of the academic community share responsibility for the academic integrity of students at UCSB. Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism, and collusion in dishonest activities are serious acts which erode the University’s educational and research roles and cheapen the learning experience as well as the value of one’s degree. This is true for offenders as well as the entire community. It is expected that all UCSB students will support the ideal of academic integrity and that they will be responsible for the integrity of their work. Materials (written or otherwise) submitted to fulfill academic requirements must represent a student’s own efforts unless otherwise permitted by an instructor. It is also the responsibility of each student to know the campus rules regarding academic misconduct—ignorance is not an excuse.
From [http://judicialaffairs.sa.ucsb.edu/AcademicIntegrity.aspx](http://judicialaffairs.sa.ucsb.edu/AcademicIntegrity.aspx)

Here is a list of various student services available on campus:
- Campus Learning Assistance Services (CLAS) [http://clas.sa.ucsb.edu](http://clas.sa.ucsb.edu)
- Counseling & Psychological Services [http://caps.sa.ucsb.edu](http://caps.sa.ucsb.edu)
- Educational Opportunity Program (EOP) [http://eop.sa.ucsb.edu](http://eop.sa.ucsb.edu)
- Health and Wellness [http://wellness.sa.ucsb.edu](http://wellness.sa.ucsb.edu)
- MultiCultural Center [http://mcc.sa.ucsb.edu/](http://mcc.sa.ucsb.edu/)
- Non-Traditional Student Resource Center [http://wgse.sa.ucsb.edu/nontrad/](http://wgse.sa.ucsb.edu/nontrad/)
- Office of International Students and Scholars [http://oiss.sa.ucsb.edu](http://oiss.sa.ucsb.edu)
- Office of Student Life (OSL) [http://osl.sa.ucsb.edu/](http://osl.sa.ucsb.edu/)
- Opening New Doors to Accelerating Success (ONDAS) Center [http://www.ondas.ucsb.edu/home](http://www.ondas.ucsb.edu/home)
- Resource Center for Sexual and Gender Diversity: [http://wgse.sa.ucsb.edu/RCSGD/home](http://wgse.sa.ucsb.edu/RCSGD/home)
- Transfer Student Center (TSC) [http://transfercenter.ucsb.edu](http://transfercenter.ucsb.edu)
- UCSB Student Health Services: [http://studenthealth.sa.ucsb.edu/](http://studenthealth.sa.ucsb.edu/)
- Undergraduate Mentorship Program [http://duels.ucsb.edu/academics/academic-success/mentor](http://duels.ucsb.edu/academics/academic-success/mentor)
- Undocumented Student Services [http://www.sa.ucsb.edu/dreamscholars/home](http://www.sa.ucsb.edu/dreamscholars/home)
- Veterans’ Resource Center: [http://www.sa.ucsb.edu/veterans/home](http://www.sa.ucsb.edu/veterans/home)
- Women’s Center [http://wgse.sa.ucsb.edu/WomensCenter/home](http://wgse.sa.ucsb.edu/WomensCenter/home)