

IESEG-ISA Ecology and Business

- Description: Summer semester 2015, 2 credits
Place: Big Red Barn
Time: F 9:30-13:30
- Instructor: Jack Elliott, Associate Professor
- Objectives: This is a course for students who are concerned about the role they play as business professionals in affecting the biophysical world. The course's prime objective is to develop a new worldview founded on a broader sensitivity for things living and an accompanying set of meaningful environmental ethics. The course's secondary objectives are to develop a deeper knowledge of environmental issues, construct conceptual frameworks for analysis of these issues and to demonstrate how ecological knowledge can be applied to business.
- Description: The course consists of a series of one-week topics combining a variety of learning experiences as vehicles for developing ecological awareness as it pertains to design. The emphasis will be maintaining a sustained participation by the student throughout the semester. Students will engage in readings, writings, guided nature hikes, site visits, guest lectures, and class discussions. Course projects will include weekly reading assessments, an eco-sensitivity project, and a real-world green team project. Student presentations will be conducted at the end of the term.
- Required Readings: *Natural Capitalism*, Paul Hawken
Ishmael, Daniel Quinn
- Attendance: Attendance is required and noted. Students are expected to arrive on time and stay until the scheduled end of the class. Excused absences are allowed if prior arrangements have been made. Excessively late arrivals and early departures from class will be recorded as absences.

Grading:	Final grades will be letter grades based on the arithmetic average of the daily summaries, participation performance, and project assessments. Work not submitted in time will not be accepted later, except with valid prior notification or substantiation. Students are encouraged to discuss their grades at any time but should do so outside of regular class during some other mutually agreed to time.
Materials:	Use of sustainable media demonstrating re-use, reduction or recycling is required. The form of sustainable use must be indicated at the bottom of printed pages if it is not obvious.
Course outline	<p>Day 1: Introduction. Course overview. Introduction of team-based projects (TBP). Ecological challenges, design responses, business strategies. Triple bottom line.</p> <p>Day 2: Biophysical ecology, nutrient and energy cycles, Renewable and non-renewables materials and energy. Relations to design and business.</p> <p>Day 3: Introduction to history and theory of green design. Strategies for a sustainable future. Eco-sensitivity project.</p> <p>Day 4: Delivering the Goods. TBP final presentations. Wrap-up. Course journals due.</p>
Readings:	<p>All reading assignments must utilize the following structure:</p> <ol style="list-style-type: none"> 1) Summarize (in your own words) 2) Criticize (effectiveness, points of agreement and contention) 3) Synthesize (affect on you personally and professionally).
Note:	This course is subject to changes in content, scheduling, or other aspects of the teaching/learning experience without notice.