

FALL 2021

Latest Version: August 21, 2021

Meeting days: Mondays/Wednesdays	Instructor: Robert Gailey, Ph.D.
Meeting times: 8:00am - 9:15am	Phone: 619.849.2786 – Office / 619.384.0714 - Mobile
Meeting location: FSB #103	E-mail: RobertGailey@pointloma.edu
Final Exam: <u>Wednesday, Dec. 15th from 7:30am-10:00am</u>	Office location: #124 in the FSB building Office hours (preferred times to schedule a meeting): M/W: 11:00am-2:00pm T/Th: 9:00am-10:00am or 1:00-2:00pm

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

Catalog Course Description: This course explores the principles and practices of sustainability in the home, in organizations, in local communities, and as national and world citizens. Topics include current environmental challenges, a critique of current cultural and societal practices as they impact the environment, the biblical foundation for creation care, and, in particular, practical steps that can be taken as individuals and in association with others that improve our care for creation.

Prerequisite(s): Junior or Senior standing or consent of instructor.

Amplified Course Description: The purpose of this course is to equip you to be an effective champion for the changes that humankind must make to live sustainably within the biophysical limits of the earth. As part of the wealthiest communities we are leading players in a slow motion, but accelerating collision between the juggernaut of growing human demands for food, water, energy, materials and waste management and the regenerative capacity of the earth that is our home. Sustainability begins with a different way of thinking. Thus, we will look at the dominant “pre-analytic vision” of humankind’s relationship to the earth, and look at alternatives – which have more promise.

We will critique the assumptions of traditional economic theory and growth Capitalism (for example, that unlimited growth in economic activity is both feasible and good) and look at the alternatives of “ecological economics” and “Natural Capitalism” for example. But, beyond theory and knowledge, our focus on this course is to learn to take action. Most popular discussions of sustainability in the press deal with individual accountability and actions we can take: “Ten easy steps to a greener world”. Similarly, in this class, we will look at how our individual lifestyles, consumption patterns, especially as those who live in wealth, impact the biosphere and other, poorer human communities. We will examine the “more-is-better”, throw-away, consumerist assumptions of our culture, measure our personal ecological footprints, and study the lifecycle impacts of the products we buy, use and discard, all with the goal of learning to live more lightly on the earth. As consumers, we also impact the products that manufacturers create. If we demand products that are environmentally friendly, toxin free, and whose creation use and recycling/recovery contributes to social welfare, manufacturers will pay attention.

But we can’t individually consume our way to sustainability. Indeed, for almost 1 billion people on earth who are trying to survive on less than \$2 per day, finding ways to consume more is a matter of survival. Our greatest impact as “sustainability champions” will be found as we collaborate with other change agents as members of communities and organizations – businesses, non-profits, schools, governmental agencies, etc. – to move them towards greater environmental sustainability and social justice. Thus, we will focus some of our time and effort in this class on how organizations can reduce their environmental footprint and eventually become restorative agents that contribute to the health of the biosphere – and on what we personally can do to catalyze pro-environmental organizational change. We will look critically at both sides of some of the major sustainability debates including energy and climate change, food and corporate versus local/organic farming, water privatization, and others. We will seek to use a framework that looks for positive ways to discuss complex and divisive issues. Finally, we will consider the role that local, regional, national and international policy plays in impacting individual and organizational behaviors with respect to the environment.

We will read and discuss articles, videos and other media, conduct analyses, and “learn by doing”. Most critically, we will work on “being the change”, first in our individual lives, then in the communities and organizations where we live and work.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Explain major sustainability concepts, frameworks and perspectives (PLO 1 & E1).
2. Summarize the major environmental threats to the carrying capacity of the earth and explain their connections to social justice issues and challenges (PLO 1 & E1).
3. Describe effective change management techniques for helping a business adopt sustainability as a strategic priority (PLO 1 & E1).
4. Evaluate and employ personal sustainability practices (PLO 4).
5. Collaborate in a team to present analyses of personal and business sustainability practices (PLO 3 & 5).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

There are two required textbooks for this course. Additionally, you will receive an invite from me to join a team on the Campus Eco-Challenge site. There is no cost to use this platform.

1: [Sustainable World Sourcebook \(2014\): Critical Issues, Viable Solutions, Resources for Action](#). Be sure to get the 2014 version. The entire book is available for **free** to download [here](#).

2: [Drawdown: The Most Comprehensive Plan ever proposed to reverse Global Warming \(2017\)](#) by Paul Hawken. This is a great resource to have, but since each student only uses a few pages of the book for the course, students may want to share copies. Everyone should also download for **free** the 2020 update, called: [The Drawdown Review](#)

3: [Campus Eco-Challenge website](#): Please join and then look for our class group (BUS4075 FA21 SUSTAINABILITY IN ACTION)

ASSESSMENT AND GRADING

<u>Activity</u>	<u>Point Value</u>	<u>Due Date</u>
<u>Writing and Action:</u>		
Discussion Board Posts	130 (13/13 @10 pts each)	Weekly by Mondays
Eco Challenge Actions and Posts	100 (10/10 @ 10 pts each)	Weekly check-in – every Saturday
Letter to the Editor or Youtube video	50	Draft due - 10/27/21 Final due – 11/10/21
Movie Summary/Presentation	75	Sign-up at start of the semester, presentations on Wednesdays throughout the semester
Written Reflections (on aspects of the class, primarily the eco-challenge)	75 points (3@25 points each)	Due once a month on Weds. 9/22, 10/20, 11/17
Brand Analysis Project	75	Due 11/22/21

Podcast (Drawdown) Presentation	75	Sign-up at start of the semester, presentations on Wednesdays throughout semester
Drawdown Presentation and Climate Myth	100+20	Sign-up at start of semester, presentations on Wednesdays throughout semester
Personal Sustainability Plan Paper	100	Due Dec. 1 st
Final Exam	100	Wednesday, Dec. 15 th from 7:30am-10:00am
In-Class Participation	100	Engage in class discussions (in person and online) and small course assignments by the professor whole semester
Extra Credit: Compost and Garden	Up to 50	Whole semester with report at the end
	TOTAL: 1000 Points + 50pts extra credit	

GRADING SCALE

Final grades will approximately follow this scale:

A	930 – 1000 points	C	730 – 769 points
A-	900 – 929 points	C-	700 – 729 points
B+	870 – 899 points	D+	670 – 699 points
B	830 – 869 points	D	630 – 669 points
B-	800 – 829 points	D-	600 – 629 points
C+	770 – 799 points	F	599 points or less

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams

online. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day (Wednesday December 15, 7:30am-10:00am)**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

Each week of the class we will focus on a specific topic within sustainability. See the Canvas course for a specific schedule of which topics we will discuss each week and assignment details. In addition to the two assigned textbooks, there are links to additional online articles / videos you will read / watch each week.

CLASS CONTENT OR ASSIGNMENT	Dates
Discussion Board Posts: Participate in thirteen weekly discussion boards. To earn full credit, you must post your original response, and then leave meaningful responses to other students. Grading will be based on evidence of critical thinking and connections drawn to other topics we have discussed in class, not the length of the post. (130 points)	Initial posts due each Monday before class. Responses due by Wednesdays at 11:59pm.
Eco Challenge Actions and Post: Participate in the challenges on the Eco-Challenge site on a weekly basis, checking in several times each week and attempting the challenges for the week. Three times during the semester there will be a short reflection assignment based on your experiences. (175 points)	1) Weekly check-in (10pts/week) 2) Papers (25 pts each) Due: 9/22, 10/20, 11/17
Letter to the Editor: You will write and submit a letter to the editor to a newspaper or publication of your choosing, regarding a current event in sustainability. LTE's are generally under 150 words, so the goal here is to deliver your point succinctly and efficiently. See Canvas for details (50 pts)	Draft due - 10/27/21 Final due - 11/10/21
Personal Sustainability Plan Paper: Write a 1000-1500 word reflection on what you have learned over the course of the semester, and any changes you plan to make in your own life. How will you make the changes stick, be the change you want to see in the world and perhaps persuade others in your sphere of influence? See Canvas for details (100 points)	12/1/21
Brand Analysis Project: Working on a team, you will analyze the sustainability claims of three brands (two of your choosing, one that I will choose). You will find a common framework and then rate the brand on how credible their	Due 11/22/21

claims are, how effective their actions are in creating a more sustainable future, and how effectively they have communicated the sustainability message. (75 points)	
Movie Presentation: In a team, you will watch a documentary from a list provided. Your team will prepare a 15-minute presentation and lead a discussion with the class on the movie. The presentation should include a clip(s) from the movie no more than five minutes long. (75 points)	Sign Up for due dates
Climate Myth: 3-4-minute presentation and discussion on one of the climate myths from the site Skeptical Science See Canvas for details. (20 points) This is done the same day as your Drawdown Presentation	Sign Up for due dates
Drawdown presentation: Prepare a 15-minute presentation and discussion that includes these two elements: <ul style="list-style-type: none"> • 10-15-minute presentation detailing one of the solutions in the Drawdown book. You will do additional research beyond the drawdown book and include at least three of those sources in your presentation. • You also will engage the class in a follow-up discussion on the topic. Bring questions to lead the discussion. You will be timed. See Canvas for details (100 points) 	Sign Up for due dates
Podcast (Drawdown) presentation: Listen to a Drawdown podcast and then summarize it and present the information to the class via a 7-9-minute presentation. (75 points)	Sign Up for due dates
In class participation: Come to weekly classes on time, prepared and ready to engage. Be present and focused. Pay attention to your classmate's presentations, ask good questions, take notes and respond to discussion questions. (100 pts total for the semester)	Engage weekly in class sessions
Final Exam: The final exam will have two parts. You will organize and execute an activity related to sustainability or community building. And, you will respond to essay prompts about how to effectively communicate about sustainability and drive people to take action. (100 pts)	Wednesday, June 9th from 7:30am-10:00am
EXTRA CREDIT: Compost or Garden: Create a compost can / pile at your home. Plant the seed or plant of your choice in a pot that will render an edible harvest before Christmas. Care for your compost or plant. Starting week 3, document weekly with a photo of both the compost or the plant and a sentence as to the work you've done and changes seen in the compost / plant. [25 points for each activity – compost or plant]	Start early and work throughout the semester. Final submission due Dec. 1.

Disclaimer:

The professor reserves the right to change the schedule at any time due to unforeseen dynamics (e.g. class size, dynamics of exercises/discussion etc.) Should this occur the student will be informed

electronically and by announcements in class (if possible). It is the student's responsibility to stay in touch and on top of his or her schedule.

INSTRUCTOR'S BACKGROUND

FAITH INTEGRATION IN THE CLASSROOM

I am a Christian who believes that successful businesses and nonprofits can be run with integrity, compassion, and ethics, as well as with sound business principles, and that, in fact, they go hand in hand. Your work life can and should be used as a platform to bring others to Christ by your actions.

ABOUT PROFESSOR GAILEY

Welcome! My name is Robert Gailey and I am teaching BUS 4080 this semester. You can view my PLNU page [here](#) and my LinkedIn profile [here](#). I am in my 17th year teaching at PLNU and look forward to getting to know you this semester and sharing in the pursuit of learning about international business.

A little on my personal journey:

My wife, Wanda, and I have been married for more than 28 years.

I have a son, Josh, and a daughter, Teresa.

Our family loves to travel, make friends with people from other cultures, and anything to do with animals. My kids created a vlog about their travel adventures in 2019-2020 called [321 Travelers](#).

I grew up as a missionary kid in [Eswatini](#) (formerly Swaziland), which is located in southern Africa.

My wife and I (pre-kids) served as missionaries to [Malawi](#), located closer to central Africa.

I have worked for more than 20+ years in the field of microfinance, first with the Microcredit Summit Campaign, then with [World Relief](#), and now with the [San Diego Microfinance Alliance](#). I serve as faculty advisor for PLNU's Microfinance Club.

I also direct PLNU's [Center for International Development](#), a place where students can engage businesses that seek to serve the least of these (poorest 3 billion people on earth).

I currently serve on the Board of [Nazarene Compassionate Ministries, Inc.](#) (which partners with the church's [Compassionate Ministries](#)) and have served for several years on the board of [Lazarian World Homes](#). Having been born in Boston and going to college in Boston, I am a Boston sports fan.

My educational background includes:

A BA in Business Administration from [Eastern Nazarene College](#) (graduated in 1992).

A Masters of Divinity in Cross-cultural ministry from [Nazarene Theological Seminary](#) (1997 grad).

A Ph.D. from the [School of Leadership and Education Sciences](#) at the [University of San Diego](#) (with a concentration in nonprofit management). I graduated from USD in 2010.

My personal passions:

The things that get me up in the morning and that I feel called by God to give my life towards are: poverty alleviation (particularly in poorer countries), local church engagement, seeing students decide to engage their skills, networks, enthusiasm, idealism, and hard work to address issues of poverty, compassion, and discipleship. I believe [business can be a powerful tool to help communities flourish](#). I recently had a book (2021) published entitled: [Development in Mission: A Guide for Transforming Global Poverty and Ourselves](#) for Christians/Churches interested in helping address global poverty.

