

ID 509, Applied Sustainability in Innovation, Spring 2022

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- Department: College of Innovation and Design
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- Preferred Method of Contact: Email
- Office Hours: By appointment
- Classroom Day/Time: TBD

How to use this syllabus

This syllabus provides you with information specific to this course, and it also provides information about important university policies. This document should be viewed as a course overview; it is not a contract and is subject to change as the semester evolves. Any changes to the syllabus will be communicated in class and posted in Blackboard.

Academic Integrity

Students at Wichita State University are expected to uphold high academic standards. WSU will not tolerate a lack of academic integrity. Students are responsible for knowing and following the Student Code of Conduct http://webs.wichita.edu/inaudit/ch8_05.htm and the Student Academic Honesty policy http://webs.wichita.edu/inaudit/ch2_17.htm. When the faculty member determines sanctions are warranted for violations of academic integrity, regardless of severity, the faculty member must report the infraction to the Office of Student Conduct and Community Standards. If you need more information about the process or wish to appeal a decision, please visit https://www.wichita.edu/about/student_conduct/ai.php

Course Description

Students participate in thoughtful discussion on sustainability, adoption of sustainable practices and policies, and employ hands-on analysis of the long-term sustainability of innovative solutions to today's wicked problems.

Measurable Student Learning Outcomes

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

Undergraduate Outcomes:

- Evaluate the long-term viability of sustainable practices in public, private, and government organizational settings
- Analyze the ethical merits of different sustainability practices
- Compare the economic impact of different sustainability practices
- Describe sustainable policies used in different domains, including

environmental management, behavioral and social issues, economic and finance, energy, and ethics

- Identify cultural and regulatory challenges associated with sustainability policies in business

Graduate Outcomes:

- Evaluate the long-term viability of sustainable practices in public, private, and government organization settings
- Analyze the ethical merits of different sustainability practices
- Compute and compare the economic impact of different sustainability practices
- Describe the impact of sustainable policies used in several different domains, including environmental management, behavioral and social issues, economic and finance, energy, and ethics
- Identify cultural and regulatory challenges associated with sustainability policies in business
- Propose changes to existing cultural and regulatory policies to better support long-term sustainability practices

Required Texts/Readings Textbook

The World Commission on Environment and Development. *Our Common Future*. Oxford University Press. 1987.

Werbach, Adam. *Strategy for Sustainability: A Business Manifesto*. Harvard Press. 2009.

McDonough, William and Michael Braungart. *Cradle to Cradle: Remaking the Way We Make Things*. North Point Press. 2002.

Other Readings

Leonard, Annie. *The Story of Stuff: The Impact of Overconsumption on the Planet, Our Communities, and Our Health - And How We Can Make It Better*. Free Press. 2011.

Hollender, Jeffery and Bill Breen. *The Responsibility Revolution: How the Next Generation of Businesses Will Win*. Jossey-Bass, A Wiley Imprint. 2010.

Owen, David. *Where the Water Goes: Life and Death Along the Colorado River*. Riverhead Books. 2017.

Schumacher, E.F. *Small is Beautiful: Economics as if People Mattered*. Blond & Briggs. 1973.

Other Equipment/Materials

Access to Blackboard and your WSU email.

Class Protocol

It is expected that you attend all classes, arrive on time, and participate.

"Participation" involves reading the assignments thoroughly, reading any handouts provided for the week, watching all videos (including update videos I add throughout the semester), contributing to class discussions, and completing assignments. To be successful in this class, you should be checking your student email daily and logging in to Blackboard to review class materials and updates weekly.

If you are unable to attend class for any reason, it is expected that you will email the instructor **at least 24 hours in advance**, except in cases of emergency.

Contact Policy

Although you may attempt to reach me by phone, email communication is always preferred. Feel free to email me any questions or concerns following these guidelines:

- **Always** email me from your WSU email address. Email sent from personal email servers like Gmail, Yahoo, etc., have a tendency to end up in my spam folder, and I never see them. You may also email me through Blackboard via the Email My Instructor tab.
- You should NOT contact me for tech support.
 - Any technical problems involving your computer, or issues regarding file uploading or sharing, should go through the OneStop. You can contact them at 316-978-3909. You can also fill out a request for help form at their [website](#).
 - However, if you have a problem with access or uploading assignments, you *should* let me know before your assignment is due. You will also have to accompany this notification with the file in question, so I can verify that it is completed by the due date/time.

Response Time

To Email and Ask My Instructor Questions: I will respond within one business day. In cases where I am travelling or have set an out of office responder, responses may be delayed until my return date.

Feedback on Assignments: Feedback will be given during class for in-class discussion and presentations. Project feedback will be provided through Blackboard.

Grading Scale

WSU uses a +/- grading scale for final grades and to calculate grade point averages. In this class, grades are assigned according to the following chart. (Other classes might assign grades differently: Be sure to understand the different grading scales in all of your classes.)

Points/Percentage	Letter Grade	Grade Points	Interpretation
	A	4.00	A range denotes excellent performance
	A-	3.70	
	B+	3.30	
	B	3.00	B range denotes good performance
	B-	2.70	
	C+	2.30	
	C	2.00	C range denotes satisfactory performance
	C-	1.70	
	D+	1.30	
	D	1.00	D range denotes unsatisfactory performance
	D-	0.70	
	F	0.00	

Assignments

Undergraduate

1. Report/presentation on thinker/writer/philosopher with major contributions to sustainability development policy (3 pages).
2. Report computing the “sustainability” of different manufactured products (Case Study #1). Includes discussion of supply chain lifecycle, internal and external costs, environmental concerns, etc. (min 5 pages).
3. Report discussing the “sustainability” of current labor & workforce policies (Case Study #2). Includes discussion of healthcare, paid time off, state labor policy, etc. Comparison with labor policy in other countries and its impact on GDP strongly encouraged (min 5 pages).
4. Mock proposal for new sustainability development policy.
5. Participate in group sustainability project. Will include written report and presentation.

Graduate

1. Report/presentation on thinker/writer/philosopher with major contributions to sustainability development policy (6 pages)
2. Report computing the “sustainability” of different manufactured products (Case Study #1). Includes discussion of supply chain lifecycle, internal and external costs, environmental concerns, etc. (min 8 pages).
3. Report discussing the “sustainability” of current labor & workforce policies (Case Study #2). Includes discussion of healthcare, paid time off, state labor policy, etc. Comparison with labor policy in other countries and its impact on GDP strongly encouraged (min 8 pages).
4. Mock proposal for new sustainability development policy and presentation.

5. Lead group sustainability project. Will include written report and presentation.

Late Assignments

For each class period beyond the original due date, credit will be reduced by 10% of the overall points available. Assignments will not be accepted after two weeks beyond the original due date.

Missed Assignments and Exams

If you are unable to make an exam, it is expected that you will email the instructor **at least 5 days in advance**, except in cases of emergency. Arrangements can be made for a make-up exam.

Undergraduate vs. Graduate Credit

Undergraduate students enrolled in 500 level courses will receive undergraduate credit (not graduate credit) unless they have a previously approved senior rule application or dual/accelerated enrollment form on file in the Graduate School. Undergraduate credit earned in 500 level courses cannot later be counted toward a graduate degree.

Syllabus Policies and Student Resources

All students should familiarize themselves with the course-related policies and student resources that can be found at: www.wichita.edu/syllabuspolicies

These include, but may not be limited to:

Information on:

- COVID-19 conditions
- Important Academic Dates
- Academic Integrity
- Definition of a credit hour
- Video and Audio recording
- Shocker Alert System
- Intellectual Property
- CARE Team
- Counseling and Prevention Services
- Student Health Services
- Heskett Center and Campus Recreation
- Inclusive Excellence and Respect for Diversity
- First Generation Students
- Names and Pronouns
- Students with Disabilities
- Title IX

- Concealed Carry Policy

Tentative Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1		Overview of global sustainability policy Our Common Future UN Sustainable Development Goals (SDG)
2		Discussion of thinkers/writers/philosophers in sustainability and their contribution to modern sustainable development policy. E.g.: <ul style="list-style-type: none"> • Ralph Waldo Emerson • Aldo Leopold • Rachel Carson • Adam Werbach • William McDonough, etc
3		Discussion of global “wicked” problems Interdependency with national, state, and regional “wicked” problems
4		Wicked problem solving Complex domains Factors influencing global domestic product (GDP)
5		Case Study #1: Product Manufacturing Supply chain lifecycle Materials sourcing
6		What makes a product “sustainable”?
7		Computing the cost (internal and external) of your product supply chain
8		Comparison of “sustainable” products across industries
9		Case Study #2: Network Engagement Personal sustainability goals
10		Toxic workplaces and productivity Psychological safety
11		Health and sustainability
12		Discuss creating and maintaining sustainable development policy: <ul style="list-style-type: none"> • How is sustainable development policy enacted? • How do sustainable programs move forward? • How does the definition of “sustainability” change for different groups?
13		Group sustainability projects
14		Group sustainability projects
15		Group sustainability projects
Final		Groups present project outcomes

Last updated: October 29, 2020.