

MDSE 4560: Sustainable Strategies

Dr. Jiyoung Kim, Chilton Hall 342C, Ph: (940) 565-3344
 jiyoung.kim.smhm@gmail.com **(Do not send email through Black Board)**
 Course website (Canvas): <https://Canvas.unt.edu>

COURSE DESCRIPTION

This course provides a comprehensive application of sustainability practices for product development and retail design in apparel and home furnishings enterprises. This course is designed to

1. Emphasize the importance of sustainable development of apparel and home furnishings products in the current industry
2. Cover key theories underlying the concept of sustainability
3. Consider the new opportunities and risks for sustainable development for businesses
4. Analyze case studies to evaluate the different strategies employed in the development of a sustainable business

This course requires extensive research, reflection, integration and application of theories. Therefore, this course will be a combination of readings, case analysis, projects and discussions.

READINGS

Weekly Modules: posted on Canvas

Case articles: Cases should be purchased online (\$5-\$10). Throughout the course, 2-3 case articles will be used. Plan your budget accordingly. Detailed information will be provided within the weekly modules.

PREREQUISITES None

COURSE LEARNING OBJECTIVES

1. Define the key concepts underlying the term “sustainability”
 - 1_1. Understand the history and development of sustainable development
 - Understand the cause and effect of different sustainability movements in the society (M1_1)
 - Identify the three different aspects of sustainability (M1_2)
 2. Understand the importance of sustainability in the current society
 - 2_1. Describe the concept of “sustainable lifestyle” as an individual
 - Understand the different aspects of sustainable consumption (M4_3)
 - Explain the drivers of sustainable lifestyle
 - Learn to communicate sustainability
 - Consider the new opportunities and risks for sustainable development as a society
3. Recognize the importance of sustainability issues in the industry
 - 3_1. Explain the concept of sustainable business strategies
 - Understand the TBL concept (M1_3)
 - Learn what strategies the leading companies are adopting for sustainable practices (M1_4)
 - Assess the different argument toward Corporate Social Responsibility (M2_1)
 - Understand the nature of corporation and corporate responsibility (M3_1)
 - 3_2. Learn to use sustainability analysis system
 - Understand Corporate Sustainability Framework in business practice (M3_2)
 - Identify opportunities to integrate CSR in competitive business environment (M2_2)

- Demonstrate decision making skills in the development and application of socially responsible strategies and tactics (M2_3)
- Apply Stakeholder Theory in formulating business decisions (M2_4)
- Understand the ethical dilemma in operating a business (M2_5)
- Apply different ethical theories in business decision making (M2_6)
- Assess possible market response to sustainable business models (M3_3)
- Identify different aspects of sustainable employment (M3_4)
- Describe the challenge in ethical employment when operating a business in diverse cultural environment (M3_5)

Assignments		Points
1. Learning Report Complete the form linked under "1. Learning Report" menu		10
2. Photo Album Assignment Read the guideline under "2. Photo Album" menu		10
3. Weekly Modules and Discussions (Discussion 50 pts X 4 modules) Read weekly modules and participate in discussions under "3. Weekly Modules and Discussions" menu. Discussion guideline is also posted under this menu. Grading of discussions will be returned to the students by Wednesday the next week.		200
4. Sustainable ME Project Guideline is posted under "4. Sustainable ME guide". Grading of blog posts will be returned to the students by Wednesday the next week.		210
Blogspace set up	10	
Weekly Postings (40 pts X 4 blogs)	160	
Comment on others' postings (10pts X 4 blogs)	40	
5. Exam (comprehensive) Go to "6. Exams" menu for exam guideline and questions. Grading of the exam and comments will be returned to student by Friday.		100
Extra Credit Extra credit opportunities are available in this class. Read guidelines and announcements for details.		
Total		530

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows:

- A = 477 and up
- B = 424 or greater, and less than 477
- C = 371 or greater, and less than 424
- D = 318 or greater, and less than 371
- F = Less than 318

COURSE INFORMATION

Sending e-mail:

Send all class related emails to jiyoung.kim.smhm@gmail.com. When sending e-mails, be sure to put "MDSE 4560" and a brief reason why you are emailing in the Subject line.

Assignment Due Dates & Guidelines:

All assignments due date/time is specified in the assignment guideline. Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled exam time/ or assignment due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances.

Student Perception Of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you an opportunity to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SPOT to be an important part of your participation in this class.

MINIMUM TECHNOLOGY REQUIREMENTS

High-speed internet connection (DSL or a cable modem): Your internet connection is critical for viewing videos available through the Media Library On Demand.

Audio: A working sound card and speakers will be required

Internet Browser: you can access Canvas using Google Chrome, Firefox, Internet Explorer or Safari

PDF viewer: case studies and some of the readings are in a pdf format

Contact [Student Help Desk](http://it.unt.edu/helpdesk) for technological support: <http://it.unt.edu/helpdesk>

Tech skill required for students: Students should be able to navigate the course on Canvas, follow the links to view video clips, and download the pdf documents

INTERACTING WITH OTHERS ONLINE

This course takes place online, yet remember that the interaction is with another human. Ask yourself, "Would I say this to the person's face?" when you are writing your email or creating a discussion post.

Keep in mind that the person on the other side of the monitor doesn't have the opportunity to read your facial expressions, tone of voice, and gesture, and it is easy to misinterpret your writing. So be careful in crafting your message and make sure you are not including remarks that can be misinterpreted by others.

Online discussions have advantage that you can voice your opinion without being judged by your looks- however, you will be judged by the quality of your writing. Check your grammar and spelling before you post.

Finally, be pleasant and polite. Don't use offensive language, and don't be confrontational for the sake of confrontation.

GENERAL FORMAT FOR ASSIGNMENTS**READ CAREFULLY as points will be taken off if the format is incorrect**

1. Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
2. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let's try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely).
3. Remember to **cite your sources** of information and to provide the references. APA formatting for citation and reference list is required. APA guideline is posted on Black Board, for your reference.
4. Avoid using **Wikipedia** as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.
5. **Quotation:** use quotation when it is absolutely necessary to use the exact words of the original source (e.g. definition). Otherwise, paraphrase.

Week	Date	Module/Assignment	Sustainable Me Blog #
1	7/9 (Mon)	Start Reading Module 1 Start posting your photo album	
	7/11 (Wed)	Photo Album Assignment DUE Learning Report DUE Blogspace set up DUE	
	7/11 (Wed)	Start Module 1 discussion	
	7/15 (Sun)	Module 1 discussion closes	
2	7/16 (Mon)	Start Reading Module 2	Post #2 7/16~7/22
	7/18 (Wed)	Start Module 2 discussion	
	7/22 (Sun)	Module 2 discussion closes	
3	7/23 (Mon)	Start Reading Module 3	Post #3 7/23~7/29
	7/25 (Wed)	Start Module 3 discussion	
	7/29 (Sun)	Module 3 discussion closes	
4	7/30 (Mon)	Start Reading Module 4	Post #4 7/30~8/5
	8/1 (Wed)	Start Module 4 discussion	
	8/5 (Sun)	Module 4 discussion closes	
5	8/6 (Mon)	Exam questions posted	
	8/7 (Tues)	Exam DUE	

This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.