

U4-26
App-10/20/09
Info.-11/3/09

Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Printing and Special Topics Courses

Course: LBST499 The Global Village: People, Planet and Profits

Instructor(s) of Record: Bhagat, Parimal S. and Madan Batra

Phone: 724-357-3315

Email: bhagat@iup.edu

Step One: Proposer

Provide a brief narrative rationale for each of the items A1-A6

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Parimal Bhagat, Associate Professor
Doctoral-degree holder (Ph.D in Marketing). Published extensively in peer-reviewed journals and presented research works in national-level and international-level academic conferences in multi-disciplinary fields.
Has taught this course face-to-face in the past.
Has been actively teaching using the distance education delivery method as well as in the discipline for

Students will use the Group Discussion (Forum) Tool to share their ideas and communicate with other group members.

- C. Demonstrate an appreciation of a worldview that extends beyond the enterprise level, and that is about creating value for the organization and society in a globally responsible manner. [APPLICATION, SYNTHESIS]

5. How will academic honesty for tests and assignments be addressed?

Students will be advised that any or all submissions may be evaluated for plagiarism using tools such as Turnitin.com. The exams will be timed and tracked with multiple versions randomly delivered to the students. Software tools such as JavaScript will be used to disable printing and copy-and-paste options in word processors. Online discussions will require a student to submit their original post before they respond to the posts of others to ensure integrity of learning. The Sustainability Solutions Report structure that is required

Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

George W. Intomas

Signature of Provost

10/28/09

Date

Forward form and supporting materials to Associate Provost.

Course: LBST499

Course Title: The Global Village: People, Planet and Profits

Pre-requisites: 73 undergraduate credit hours

Course Delivery Format: Distance/Online

I. Course Description:

Sustaining people, planet and profits in a global context is essential in today's interconnected world. Sustainability means meeting the needs of today without compromising the ability of future generations to meet their needs. "Needs" broadly include an individual's needs and the needs of the society (people), the environment that nourishes him (planet) and the organizations that support and provide the need (profits). This course introduces the key elements of sustainability – environment, empowerment of the people and economics/profits – in the global context and frames the issues that emerge in an ethical and moral values perspective. Several diverse and inclusive contexts

Module IV: Assessing Performance in a Global Village

- A. Perspectives on Assessing Sustainability: stakeholder perspectives; qualitative (e.g. ethnographic research) and quantitative measurement (surveys and statistical reports) techniques.
- B. The Sustainability Scorecard: synthesizing with the Balanced Scorecard.

Module V: The 21st Century Contexts of a Global Village

- A. Sustainable Business & Innovation Strategies: From Disruptive to Sustainable Innovation
 - a. Sustainable Supply Chain: Lean and Reverse
 - b. For-profit strategies and sustainability goals
- B. Sustainable Design: Balancing Business with Health

- a. ecoDesign
 - b. ecoFashion
 - c. ecoArchitecture
- C. Sustainable Consumption: From Customer Lifetime Value to Societal Lifetime Value
 - a. Sustainable Affluence?
 - b. Simple living and the Sustainable Lifestyle.
- D. Sustainable Culture: The Interconnected World
 - a. protecting indigenous cultures and languages
 - b. global diversity

Summary of Grading:

Article Critique (4)	200 points
Case Reports (2)	200 points

Midterm and Final	200 points
Online Participation	100 points
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	1000 points

Grading scheme:

91 and above	A
81-90	B
71-80	C
61-70	D
60 and below	F

VI. Course Participation Policy

Students are required to participate online continually throughout the duration of the course. Each online assignment or evaluation task is accompanied by a strict deadline and no credit will be given for late or non-participation. All participation will be on the Moodle Learning Management Platform. However, you may contact me in person if you are on campus or by phone.



Indiana University of Pennsylvania

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People
[Participants](#)

[Topic outline](#)

Calendar
◀ September 2009 ▶

success of enterprises

Articles:

☞ Does it pay to be green_Hart
S.L. Business strategy and the
Environment, 1996.pdf

**PLANET: Reducing
Environmental Impact while
Leveraging Resource Use.**

Articles

☞ Engaging fringe stakeholders
for competitive imagination, HART
S.L. Academy of Managment
Executive, 2004.pdf

☞ People: Sustaining indigenous
culture and language

☞ MIDTERM EXAM

5 IV. Assessing Performance in a
Global Village

A Perspective on Assessing

**perspectives; qualitative (e.g.
ethnographic research) and
quantitative measurement
(surveys and statistical reports)
techniques**

The Sustainability Scorecard

Integrating with the Balanced

b) Servant Leadership principles

c) Flows in a Global Sustainability Network

Articles:

Project, Bhagat P., MOPAN06.ppt

8 Anonymous Feedback

9 Articles Critiques / Reports

5 The Great Leap Downward

The case for developing technologies for the BoP

Birth of BoP

- Globalization critics
 - Imperialism: corporate, cultural
 - Top of the pyramid focus
 - Catalyst for sustainability practices
- Problem with "aid and philanthropy"
- BoP strategies: ... to serve the needs of the poor in a way that is culturally appropriate, environmentally

9/1/2009



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Parimal Bhagat