University of New Orleans

COURSE SYLLABUS

MANAGEMENT 4473

ENVIRONMENTAL MANAGEMENT

Instructor: Dr. Brent W. Smith
Term: Fall 2006

Cell Phone: 504-451-7531
E-Mail (Home): bsmith1311@aol.com
Dates: 8/19/06 – 12/2/06
Time: Internet-Based

I. Course Title and Textbooks:

Title: Management 4473; Environmental Management; 3 Semester Hours.

Texts:


The best sources for these textbooks are the UNO Bookstore, the Chimes Street Bookstore and online: [www.amazon.com](http://www.amazon.com) and [www.bn.com](http://www.bn.com).

II. Course Description: Examination of the impact of environmental issues on organizational structure and operations from a management perspective with a focus on how environmental concerns create threats opportunities and affect organizational strategic management. Discussion of current environmental issues involving research and development legislation regulatory policies and technological advances in environmental management and examination of the new "corporate culture" that integrates environmental considerations into organizational design. A special emphasis will be placed on public perceptions of environmental issues and how they affect business strategy.
III. **Course Learning Objectives:**

The objectives of the course are to:
1) introduce students to the major environmental concepts and issues confronting managers working in corporations, businesses, government, industries, and non-profit groups;
2) provide students with strategic and operational approaches to environmental management that can be taken by business and society; and
3) introduce students to the concept of environmental management systems and to ISO 14001, the international environmental management system standard.

IV. **Required Work and System of Grading:**

A. **Grading**

a. Grading for undergraduate students will be accomplished based on the following:
   - Five *New York Times* Article Reviews = 30%
   - Midterm Exam = 35%
   - Final Exam = 35%

b. Grading for graduate students will be accomplished based on the following:
   - Five *New York Times* Article Reviews = 25%
   - Midterm Exam = 25%
   - Final Exam = 25%
   - Term Research Paper = 25%

B. **Grading Scale:**

   A = 90 - 100%
   B = 80 - 89%
   C = 70 - 79%
   D = 60 - 69%
   F = 59% & Below

C. **New York Times Article Reviews.** Each student is required to complete five *New York Times* Article Reviews. Contact [www.nytimes.com](http://www.nytimes.com) and follow the instructions for a free on-line subscription. Pay close attention to articles dealing with U.S. policies and practices on issues relating to the environment, as well as energy. These articles frequently discuss who the policies impact and the types of consequences the policies have on different groups.

I will also accept environmental and energy article reviews from the *New Orleans Times Picayune* (either hard copy or online at [www.nola.com](http://www.nola.com)). Of particular interest
are articles focusing on the environmental and energy impacts of Hurricane Katrina.

After reading an article, students must then send the professor an e-mail message, attaching a Microsoft Word or Word Perfect file containing the following information based on the article:

- summary of the policy, program, or issue discussed in the article;
- direct impacts of the policy, program, or issue (focus is on who is specifically targeted for impact); and
- indirect impacts of the policy, program, or issue (focus is on who is tangentially targeted).

You must send e-mailed article review according to the following schedule:

- The first article review is due to me via e-mail or Digital Dropbox by 9/1/06.
- The second article review is due to me via e-mail or Digital Dropbox by 9/8/06.
- The third article review is due to me via e-mail or Digital Dropbox by 9/15/06.
- The fourth article review is due to me via e-mail or Digital Dropbox by 9/22/06.
- The fifth article review is due to me via e-mail or Digital Dropbox by 9/29/06.

Each article review must contain the author, title, and date of the article and must then address all four aspects of the assignment as described above.

D. **Midterm and Final Exams.** Exams will be essay in format and will be “open-book.” They will cover material from the Lecture Notes, the textbooks, and Course Documents. Look for the notice of exams under “Announcements” and the exams themselves under Course Documents and via e-mail (posted about a week before the due date). You will download the Microsoft Word file for each exam, complete it, and return to me via e-mail. The Final Exam will not be cumulative.

V. **Instructional Methods:** Internet-Based Self-Study. “Lectures” Through Power Point Slides and Adobe Acrobat pdf files.

VI. **Register/Withdrawal Dates:** The last day to register for a class is **February 3, 2006.** The final date to drop a class is **April 13, 2006.**

E. **Graduate Credit:** The course can be taken for graduate credit (as MANG 4473G); graduate students are expected to do all of the work that is required of undergraduates. In addition, a Research Paper is required for graduate students taking the course for graduate credit. The paper must be 12 – 15 pages in length and use of non-Internet and original research sources is expected. The title or subject of the research paper is due by 9/22/06. The topic should cover an environmental management or policy issue. Term papers are due by 11/8/06 and can be submitted in class or via e-mail or Digital Dropbox. Topic examples include:
Environmental Management by British Petroleum

Analysis of the Administration’s Energy Policy

Oil & Gas Drilling in Alaska Wildlife Refuge

Conservation of the Louisiana Brown Bear

Lead-Based Paint Hazards

Davis Pond Freshwater Diversion Project

The Dead Zone

Government Sponsored Initiatives That Encourage Environmental Responsibility

Disappearance of the Chesapeake Bay Oyster

Saving Lake Pontchartrain

Louisiana and Coastal Wetlands Erosion

Coral Reef Ecosystems

Environment, Safety and Health Practices at the University of New Orleans

The U.S. Position on the Kyoto Treaty

Louisiana Brownfield Re-Development

Effects of Deforestation

ISO 14001 Gap Analysis of the Company

Nuclear Waste Storage at Yucca Mountain

The Greening of Design

Naturally Occurring Radioactive Materials in the Oil and Gas Industry

Bayou Bonfouca – A Public Health Hazard

The Agriculture Street Landfill

Indoor Air Pollutants

Analysis of Air Quality in Louisiana

VIII. Class Schedule:

<table>
<thead>
<tr>
<th>Week/Dates</th>
<th>Readings: Lecture Notes/Textbooks</th>
<th>Assignments</th>
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</thead>
<tbody>
<tr>
<td>1.  8/19/06 - 8/25/06</td>
<td>Development of Environmental Concerns; Concepts &amp; Principles of Ecology; Buchholz, Chapters 1 – 2</td>
<td>By 8/25/06, e-mail Dr. Smith at <a href="mailto:bsmith1311@aol.com">bsmith1311@aol.com</a> to confirm enrollment in course and e-mail subscription to New York Times (see New York Times Article Reviews)</td>
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<tr>
<td>2.  8/26/06 - 9/1/06</td>
<td>Social Responsibility &amp; Environmental Ethics; Buchholz, Chapter 3</td>
<td>First New York Times Article Review Due by 9/1/06</td>
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<td>3.  9/2/06 - 9/8/06</td>
<td>The Policy-Making Process; The National Environmental Policy Act (NEPA); Environmental Justice; Buchholz, Chapter 4; NEPA Act &amp; Description Documents; Environmental Justice Executive Order &amp; Articles; Labor Day Holiday: 9/4/06</td>
<td>Second New York Times Article Review Due by 9/8/06</td>
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<tr>
<td>4.  9/9/06 - 9/15/06</td>
<td>Global Environmental Problems; Air Pollution; Buchholz, Chapters 5 - 6</td>
<td>Third New York Times Article Review Due by 9/15/06</td>
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<td>5.  9/16/06 - 9/22/06</td>
<td>Water Pollution; Pesticides &amp; Toxic Substances; Buchholz, Chapters 7 – 8</td>
<td>Fourth New York Times Article Review &amp; Term Research Paper Title/Subject (Graduate)</td>
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<tr>
<td>Week</td>
<td>Dates</td>
<td>Assignments</td>
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<td>6.</td>
<td>9/23/06 - 9/29/06</td>
<td>Waste Disposal; Deforestation &amp; Species Decimation; Buchholz, Chapters 9 – 10</td>
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<td>Fifth <em>New York Times</em> Article Review Due by 9/29/06</td>
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<td>7.</td>
<td>9/30/06 - 10/6/06</td>
<td>Coastal Erosion &amp; Wetlands Protection; Management Theory &amp; the Environment; Buchholz, Chapters 9 – 10; Mid-Semester Break: 10/5 – 10/6/06</td>
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<td>8.</td>
<td>10/7/06 - 10/13/06</td>
<td>Midterm Exam</td>
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<td>Fifth <em>New York Times</em> Article Review Due by 9/29/06</td>
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<td>9.</td>
<td>10/14/06 - 10/20/06</td>
<td>Management Practice &amp; the Environment; Toward a Sustainable Society; Buchholz, Chapters 13 - 14</td>
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<tr>
<td>10.</td>
<td>10/21/06 – 10/27/06</td>
<td>Introduction to ISO 14001 &amp; Other Environmental Management Systems; Woodside, Aurrichio &amp; Yturri, Part 1; ISO 14001 Standard Document, Sections 4.1 and 4.2; Environmental Management Executive Order</td>
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<tr>
<td>11.</td>
<td>10/28/06 – 11/3/06</td>
<td>ISO 14001: Planning; Woodside, Aurrichio &amp; Yturri, Part 2; ISO 14001 Standard Document, Sections 4.3.1 – 4.4</td>
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<td>12.</td>
<td>11/4/06 – 11/10/06</td>
<td>ISO 14001: Implementation and Operation; Woodside, Aurrichio &amp; Yturri, Part 3; ISO 14001 Standard Document, Sections 4.4.1 – 4.4.4</td>
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<td>14.</td>
<td>11/18/06 – 11/24/06</td>
<td>ISO 14001: Checking and Corrective Action; Woodside, Aurrichio &amp; Yturri, Part 4; ISO 14001 Standard Document, Sections 4.5.1 – 4.5.4; Thanksgiving Holiday: 11/23 – 11/26/06</td>
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<td>15.</td>
<td>11/25/06 – 12/1/06</td>
<td>ISO 14001: Management Review; Putting It All Together; Woodside, Aurrichio &amp; Yturri, Part 5; ISO 14001 Standard Document, Section 4.6</td>
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</table>
X. **Blackboard Orientation Course Navigation.** Below is an explanation of each of the function buttons on the Navigation Bar in Blackboard. The Navigation Bar remains consistent wherever you go in your course. It allows you to easily move around from place to place without having to constantly employ the use of the “Back” and “Forward” buttons on your web browser.

<table>
<thead>
<tr>
<th>Button</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcements</td>
<td>The <em>Announcements</em> area is used to display announcements, updates, and reminders. This area appears in the main course window each time you enter the course. Check it each time you log on for reminders of due dates, or special instructions from your instructor.</td>
</tr>
<tr>
<td>Syllabus</td>
<td>The <em>Syllabus</em> area is used to display general information about the course. Typically, this contains a course description and course schedule.</td>
</tr>
<tr>
<td>Staff Information</td>
<td>The <em>Staff Information</em> area contains specific information about your instructor’s background and how to get in touch with him.</td>
</tr>
<tr>
<td>Course Documents</td>
<td>The <em>Course Documents</em> area is used to hold information such as required supplemental readings. Also, the Midterm and Final exams are housed here, when available.</td>
</tr>
<tr>
<td>Assignments</td>
<td>The <em>Assignments</em> area holds course assignments, and reminders to turn in assignments and exams.</td>
</tr>
<tr>
<td>Lectures</td>
<td>The <em>Lectures</em> area includes Lecture Notes containing all of the important terms and concepts for each week of the course.</td>
</tr>
<tr>
<td>Communication</td>
<td>The <em>Communications</em> area contains the discussion board, chat, and e-mail functions, along with student and group pages. Ordinarily, the majority of interaction between students and instructors takes place here.</td>
</tr>
<tr>
<td>External Links</td>
<td>The <em>External Links</em> area lists helpful URLs you can use to take virtual “field trips” or view related course material. It is organized according to course topics, as described in the Syllabus.</td>
</tr>
<tr>
<td>Tools</td>
<td>The <em>Student Tools</em> area holds the tools needed to submit information to the instructor, view your course calendar, check your grades, manage your homepage, and edit your profile.</td>
</tr>
<tr>
<td>&lt;Back</td>
<td>The <em>Back Arrow</em> that is located at the bottom left of each page brings you to the previous page within the course. This does not mean that you will be brought to the previous page you were viewing, but the page that precedes the current page in the course. This is also referred to as the “up one level” feature.</td>
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</tbody>
</table>