

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** NET 355 Environmental Business Operations

**CODE NO. :**

**SEMESTER:**

**PROGRAM:**

**AUTHOR:** Robert Rattle

**DATE:** Dec '15

**PREVIOUS OUTLINE DATED:** Dec '14

**APPROVED:**

**Colin Kirkwood**  
**DEAN**

**Dec '15**  
**DATE**

**TOTAL CREDITS:** 2

**PREREQUISITE(S):** N/A

**HOURS/WEEK:** 2

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*School of Environment, Technology and Business*

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NET355 – Environmental  
Business Operations

- I. COURSE DESCRIPTION:** This course will explain the steps required to start and manage a small environmental consulting business including: writing proposals and tendering contracts; policy and legislation involving the Health and Safety of workers and roles of an effective supervisor.
- II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Discuss human relations skills, competencies and attributes required in the operation of an environmental business and in dealing with members of the public; Describe the qualities, traits, attributes and the role of an effective supervisor

Potential Elements of the Performance:

- list essential characteristics of a successful business
- explain key customer service roles and practices
- discuss ethical issues that may arise for an environmental business
- describe necessary supervisory characteristics
- understand potential issues that may be encountered and options for their resolution
- explain key factors for effective communication

2. List and describe policies, procedures and legislation involving the health and safety of workers and supervisors of environmental businesses.

Potential Elements of the Performance:

- list key legislation that protects the health and safety of workers
- describe health and safety policies and practices
- explain the health and safety roles, rights and responsibilities of workers and supervisors

3. Describe a variety of and new business opportunities and their role in a successful environmental business operation

Potential Elements of the Performance:

- identify a variety of business models including new and emerging models
- list the risks and opportunities of such models
- describe the environmental considerations of each model

4. Write and present proposals and contracts developed for advancing environmental business operations.

Potential Elements of the Performance:

- list the main elements of a proposal
- describe the process of developing a proposal or contract
- explain the different types of proposals and contracts likely to be

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encountered

5. Explain the steps involved in contracting out environmental services, and participate in a contract tendering process.

Potential Elements of the Performance:

- describe the tendering process
- list the components of a request for proposals
- identify common communication options for announcing the tender

6. Explain the steps required to start and manage a small environmental consulting business.

Potential Elements of the Performance:

- describe what a business/strategic plan is
- list basic management tasks of a small environmental business
- list the steps in developing a small business

### III. TOPICS:

1. Business/strategic planning
2. Proposal preparation process
3. Contract tendering process
4. Legislation and best practices
5. Skills, attributes and characteristics for a successful business/supervisor
6. New economic structures and opportunities for a successful business

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

*There is no required text, however, students are encouraged to review lectures posted on LMS in advance and following class lectures.*

*Approach to learning:*

Although there will be lectures, students are encouraged to participate and share their perspectives on the respective themes as much as possible. A significant proportion of classes will be dedicated to class activities based on readings and assignments. A portion of the evaluation for this course depends upon the student being able to demonstrate your comprehension of the materials by engaging in class discussions and activities on the respective themes, completing assignments, and raising questions about specific subject matter. Emphasis will be placed on creating a positive environment whereby students can express themselves without fear of criticism or judgment. This approach to learning recognizes that everyone has something to contribute to class discussions, and reduces the amount of lecture time for any given topic.

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**V. EVALUATION PROCESS/GRADING SYSTEM:**

Assignments – 40%

Term Assignment – 50%

Class Participation – 10%

The following semester grades will be assigned to students:

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

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### VI. Special Notes:

#### Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

**Schedule**– subject to change

Week/Hours	Topic/Chapter	Concepts Covered
<b>Week 1</b>	Introduction	orientation of course overview of topics assignments expectations
<b>Week 2</b>	strategic/business planning**	developing the idea values and goals marketing
<b>Week 3</b>	strategic/business planning	what is a business plan purpose key elements what are the steps to developing a business plan
<b>Week 4</b>	strategic/business planning	what are your information sources what is the difference between a business plan and a strategic plan key elements of a strategic plan developing a strategic plan
<b>Week 5</b>	Setting up a business	entrepreneurship types of business organization registration financing staffing tax issues
<b>Week 6</b>	tendering*	what is a tender what is the tendering process how is a tender developed key elements of a tender

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		resources and where to find tenders
<b>Week 7</b>	unsolicited proposal*	preparing the unsolicited proposal key elements of a proposal identifying your target clients and funding
<b>Week 8</b>		
<b>Week 9</b>	ethics*	identifying, preventing and resolving potential problems and conflicts with values, missions, goals, objectives and visions
<b>Week 10</b>	study week	
<b>Week 11</b>		
<b>Week 12</b>	term project presentations	
<b>Week 13</b>	review	
<b>Week 15</b>	final exam	

### Term Assignment

Develop and present a business plan for a non-profit environmental organization. The organization will have both a policy research and project orientation towards sustainable development. In other words, it will have office operations and field projects. The organization will need to tender, or sub-contract for certain activities, and secure general operational and project specific staff and funding. The general area of work will be sustainable development; the specific business details is what you will convincingly develop and present in your business plan. The business is to be located in Sault Ste. Marie.

Prepare a business plan for the organization.

- develop the mission, vision and values
- conduct a short environmental scan to identify the organization's operational environment
  - current organizations and roles, issues, orientation of sector
- conduct a SWOT analysis
- develop the goals, strategies and objectives of the organization
- identify funding sources and opportunities (this should address staffing, capital costs, operations and possible projects). Consider a variety of sources including grants, partnerships and collaborations, in-kind and fees-for-service.
- discuss relevant legislation and how it applies to registration, capital needs, personnel and operational issues

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- prepare a report and presentation of the plan

Your group is to present the results to the class - feel free to be creative!  
Each group is to prepare a report detailing the business plan.

To facilitate development of the business plan, each group will be required to submit stages of development of the plan throughout the term for feedback and comments. The final report and presentation will reflect the iterative process required to develop a business plan.

### **Due Dates:**

**NOTE:** it is strongly advised to begin as soon as possible and not wait to the last minute!

Part 1: mission, vision and values statements (due Wednesday January 30, 2013: week 4)

Part 2: environmental scan/market analysis; SWOT analysis; goals, strategies and objectives (due February 20, 2013: week 7)

Part 3: financial and funding sources; relevant legislation (due Wednesday March 6, 2013: week 9)

Presentations will be given during class in week 12 - April 3, 2013  
Reports are due one week later - week 13 - April 10, 2013

### **Assignment 1**

Prepare a tender

Due February 27, 2013: week 8

### **Assignment 2**

Discuss a resolution to an ethical dilemma

Due March 27: week 11