

ASSESSMENT ACTIVITY AND “GREEN” ACTIVITY IN BA440

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ACTIVITY

In an effort to assess our students’ Written and Oral Communication Skills, Critical Thinking and Analytical Skills, and Teamwork and Leadership (BBA Learning Goals 5, 6 and 11, respectively¹) as well as contribute toward SBPA’s core value of Social Responsibility and the “Go UOG Green Initiative”, Dr. Richard S. Colfax required students in BA440: Organizational Behavior, offered in 2 sections in Fall 2008, to collaborate in two-person, self-selected teams to complete a team research paper on the general topic of “Green” In Business. Other topic areas were also provided and selected by the remaining students in the courses. A total of 8 student “Green” papers were submitted in November 2008. Each paper was required to have at least 5-7 meaningful pages of text, as well as the standard auxiliary pages such as an Executive Summary, Table of Contents, and Bibliography.

These Green Research Reports with the Executive Summary are listed below.

1 Going Green: An HR Perspective by Clayton Aguilar and Jessica Palomo

The roles of human resources officials have changed within the past few years to accommodate the developing corporate social responsibility concept of transforming businesses into becoming environmentally sustainable. Because sustainable development has emerged as a global concern within the past few decades, businesses are now taking it upon themselves to join the movement and do their part in reducing the negative impact of human activity on the planet. As a result, the HR department of businesses play significant role in implementing and maintaining successful strategies on “going-green” in the workplace. HR must now take on the responsibility of encouraging and inspiring employees in the workplace to develop habits that will make their business’ eco-responsibility program thrive in the long-run and to improve their environmental impact. Thus, in this paper, we will explain and discuss the history and development of going green, strategies HR professionals can use to implement eco-friendly programs with employees and within the organization, potential benefits of going-green for businesses, how going-green relates to a Guam business, and what we learned from this report.

2 The Disadvantages of Going Green by Danella Sison and Jamie Morton

This work provides a definition of the environmental movement, going green, and examines the challenges specific local and international companies face during the implementation of the movement. The challenges include financial costs, time, and effort spent to apply environmentally conscious practices, in an attempt to conserve resources, become more energy efficient, and to minimize emission of green house gases, within the organizations. Organizational concepts such as management by objectives, goal setting theory of motivation, and systems approach to organizations can be related to the going green movement and can serve as a basis for implementation. While the cause and benefits of going green outweigh the disadvantages, companies need to be aware of the difficulties involved initially, in order to be prepared and execute plans properly.

3 Green Management: Automotive Industry by Vincent Perez and Vladimir Navasca

The industry that is considered the backbone of the American economy is the automobile industry. The automobile industry has witnessed some of the most rapid changes in sales, consumer preference, and marketability in the past eight years. The industry has dealt with many changes and the corporate culture in the companies must also change with their environment. The concept of green management focuses more on the idea of being more environmentally-friendly by using less resources or finding alternatives that is efficient in its output. In terms of the automobile industry, the use of alternative energy and the

¹ BBA 5: Demonstrate effective managerial communication abilities;
BBA 6: Demonstrate critical thinking and analytical skills;
BBA 11: Demonstrate teamwork and leadership.

purchasing of more economical vehicles are representative of the shift in consumer preference due to the economic crisis. It uses some of the established organizational theories to validate its shift in becoming more economical such as the ERG theory and the Job Characteristics theory. These theories explain the notion of change in corporate culture in an organization, as companies must respond to the environment that they operate in. The concept of green management is still in the process of becoming a new philosophy that companies around the world should take into account when dealing with scarce resources and the need for alternative energy.

4 Going Green by Dan Joseph Saldana

A surge with going green has risen. It has gone global to help the environment and helps save money. Many people are thinking up ways to help lessen their environmental footprint. Recycling has been around for quite some time but only recently has it gained much attention. Prices of precious metals have increased and have led to the boom in recycling scrap metal, aluminum cans, etc. Local Establishments on Guam are trying ways to get customers to go green. Using eco-friendly shopping bags and biodegradable containers help reduce waste produced by organizations and its' consumers. Finding alternative ways to save water and energy have also been seen on the island. Many hotels have revamped their restrooms to use waterless urinals and residents of Guam have been using alternative energy sources. Huge increases in fuel prices have also affected people on the island. However, by using transportation alternatives, fuel prices have become a slight problem. The people of Guam have been creative on how they travel around Guam. They have also been ingenious with the food they consume. Many people have opted to go local with the food they eat. Many Jobs have been created despite the state of the economy.

5 Green Business Culture by Eileen Agahan and Angie Mapa-Heiland

Environmental issues have become a hot topic among companies today. One issue of growing concern is social responsibility to the natural environment. Sustainability is a movement that emphasizes economic development that meets the needs of today while preserving resources for the future. Since the external environment is rapidly changing, companies must learn to adapt to change and remain flexible and responsive to the environment. Change is always gradual. Companies have to first create awareness, implement, and then measure progress. Though change does not happen easily, it can be managed. By observing external trends, patterns, and needs, top management can use planned change to help the company adapt to external problems and opportunities. All successful changes involve changes in people and culture as well. Changes in people and culture pertain to how employees think. Corporate culture is extremely important to competitive advantage. The internal culture must fit the needs of the external environment and company strategy. When this fit occurs, highly committed employees create a high-performance company.

6 The Green Investment by Vincent Duenas and Brian Arciaga

Green management is the method of reducing the effects of consumed natural resources that negatively affect the environment. The rise of carbon dioxide has significantly risen in the last century, which causes what we know today as global warming. Green management is used to counteract the effects of global warming by practicing methods that help the environment. Methods such as conservation, recycling, and alternative energy are some ways that businesses and people can go "green." Many businesses are beginning to be aware of the importance of green management, but some businesses are skeptical of adopting green management in their business strategies.

7 Going Green: Eco-Friendly Schools by Aileen Denusta and Julyn Perman

Environmental destruction and secondary effects such as global warming and pollution coupled with rising energy costs have brought focus by the global community to respond. All sectors can help save our environment and greatly reduce our demands on energy and water consumption. Schools are fast becoming eco-friendly or are going green beginning a trend or movement across the world. As part of this movement, schools going-green have the ability to protect our environment by utilizing new methods and materials in school construction and ways to cut energy and water consumption as well as incorporating environmentally friendly curriculum programs. Several school programs and environmental activities highlighted have been adopted by schools to become eco-friendly. These programs will reduce energy and water use, reduce, reuse, and recycle materials and teach a Green Curriculum offering to instill both academic and appreciation values for students to learn and live by. Benefits of going green are energy savings, better learning environment and improving student performance. Sustaining eco-friendly schools is done through participation by the whole community, forming business partnerships and transformational leadership. Transformational leadership and the use of the four management functions will achieve goals to make the green movement a success and protect our environment.

8 Working Green by Angela Sudo and Rachel Leon Guerrero

The green movement has evolved into the workforce and impacted organizational goals. Through recycling programs, energy-efficient systems and equipment, reusable goods, and alternate transit, organizations can implement change by effective leadership and goal setting. Not only do the organizations benefit financially, the impact of the environment is lessened due to the increasing awareness. On Guam, the University of Guam has begun to implement strategic goals to decrease energy consumption, recycling goods, and to pursue alternate energy resources. In order to remain competitive and find ways to reduce costs, organizations should utilize strategic leadership and defined organizational goals to embrace the green movement. She began this activity in Spring 2008 and to date has evidence for 2 semesters (Spring 2008 and Fall 2008).

BACKGROUND ON ASSESSMENT ACTIVITY

The BA440 Course Syllabus clearly states the requirements of the research project in general, the written report that results from it and the team presentation. Focusing on the requirements for the written report, the course syllabus states the following:

Report [5-7 meaningful pages]

Executive Summary (200 word max):

Complete AFTER writing full report.

TOC (identify all major sections & appropriate pagination)

Introduction (briefly describe what is presented in the report and why)

Background Identification: (related & appropriate information)

Explain the major historical and developmental points & theories

Reference at least 2 specific OB/Mgmt theories

Discussion: (discuss findings)

Explain the major points & theories

Discuss usefulness to management

Relate to regional Business Applications (a specific company)

Conclusions

Summarize overall OB and Mgmt applications

Report what the team learned

Attach Appendices as necessary

Include Meeting Log

Bibliography (required): use APA style.

Turn in an electronic (soft) copy by 0800 on the due date

AND turn in a WRITTEN (hard) copy to the Instructor at the start of class on the due date. The hard copy will be retained by the Instructor.

The Report will be evaluated and feedback will be provided on a summary sheet to the Team. The grade for the REPORT will be a Team Grade.

A formal (5-10 min) Team Presentation will be made: Required to use Handouts

HOW ACTIVITY IS LINKED TO THE COURSE-LEVEL STUDENT LEARNING OBJECTIVES

The BA440 course syllabus states that:

“Students will be able, upon completion of the course, to:

1. identify characteristics of individual & group behavior in organizations operating in the Asia-Pacific Region;
2. explain the impact of employees with different personality types;
3. identify different leadership and management styles;
4. identify specific behavioral concepts & techniques seen in local and regional organizational settings;
5. identify current & emerging concepts & theories about organizations;

6. complete a research project with practical applications; and
7. integrate various theories & concepts for application in contemporary local organizations.

These learning objectives will be measured during the course through appropriate exams, projects and assignments.”

The research project and the resulting written report and presentation are assessing whether the course SLOs 1, 4, 5, 6, and 7 are taking place.

CLOSING THE LOOP

This report and the students’ written reports will be presented and discussed at the Assurance of Learning Committee meeting in March 2009.