City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION
   A. Date: March 2006
   B. Department: Business
   C. Course Number: SMBU 9476
   D. Course Title: Green & Sustainable Small Business
   E. Course Outline Preparer: Susan Poynner
   F. Department Chairperson:  
   G. Dean:  
   H. Curriculum Committee Chair:  
   I. Vice Chancellor of Academic Affairs:  

II. COURSE SPECIFICS
   A. Hour(s): 9 hours total
   B. Unit(s): Noncredit
   C. Prerequisites
      Corequisites: None
      Advisor(y/ies): None
   D. Course Justification: This course reflects the obstacles and opportunities small businesses face in growing a small business that is not only economically competitive but also environmentally friendly and sustainable over the long term.
   E. Field Trip(s): No
   F. Method of Grading: Cr/Ncr
   G. Repeatability: As needed

III. CATALOG DESCRIPTION
   An exploration of the obstacles and opportunities small business face in implementing and maintaining sustainable practices that are economically, ecologically and socially sound.

IV. MAJOR LEARNING OUTCOMES
   Upon completion of this course a student/small business owner will be able to:
   A. Identify sustainable business initiatives, including their history, guiding principles, standards, visionaries and leading organizations
B. Describe the roles, responsibilities, tradeoffs and methodologies involved in running a sustainable small business
C. Utilize the tools and resources that are available to measure and guide sustainability efforts.

V. CONTENT
A. Sustainable Business Movement (International, National, Local)
   1. Guiding Principles (economic, social and environmental)
   2. History
   3. Visionaries and Leading Organizations
   4. Standards and Regulatory Framework
B. Sustainability in Small Business Practice
   1. Product Life-cycle Analysis
   2. Process Alignment (related to natural resource use, waste reduction, energy efficiency and pollution prevention)
   3. Social Marketing
   4. Social Investing
C. Measuring Success
   1. Triple Bottom Line Accounting
   2. Certification Regimens
   3. Learning Organizations

VI. INSTRUCTIONAL METHODOLOGY
A. Assignments (in class)
   1. Lecture session and audio-visual presentations
   2. Group exercises, case studies, simulations and class discussion
B. Evaluation
   1. Satisfactory completion of the above
   2. Participation
C. Textbooks and other instructional materials
   1. Current periodical articles that survey the topic will be provided by the instructor.
   2. A guide to recommended readings and Internet sources will be provided by the instructor.

VII. Title 5 CLASSIFICATION
NONCREDIT (meets all standards of Title 5, Section 55002(c))