MASTER SYLLABUS
SCHOOL OF BUSINESS AND ECONOMICS, SONOMA STATE UNIVERSITY
BUS 555W, SUSTAINABILITY IN THE WINE & HOSPITALITY INDUSTRY

CATALOG DESCRIPTION: Current theory and practice of how wine and hospitality businesses can become sustainable business. Course content includes business rationale for adopting environmental and social equity practices for improved business performance and success. Students analyze and debate cutting-edge issues in sustainability including a review of global wine and hospitality businesses using sustainable practices; audit and compliance; energy management systems; ISO standards; creation of sustainable business strategies; development of policies and practices for sustainable practices for operations; success measures; and cost-benefit analysis.

PREREQUISITES: 24 units of wine related coursework or 24 months of wine industry work experience, or any combination thereof.

COURSE LEARNING OUTCOMES: Upon completion of this course, students should be able to:

1) Define sustainability and why it is important to the wine and hospitality industries  
2) Describe successful sustainable businesses around the globe  
3) Define “Natural Step Theory” and how it relates to sustainable wine and hospitality business practices  
4) Identify major steps to implement a sustainable wine and hospitality business strategy  
5) Describe how to design a sustainable business in the wine and hospitality industry  
6) Explain how to conduct an audit of wine and hospitality businesses for sustainability  
7) Describe sustainable practices and implementation procedures for viticulture  
8) Describe sustainable practices and implementation procedures for winemaking  
9) Describe sustainable practices and implementation procedures for wine marketing and administration  
10) Describe sustainable practices and implementation procedures for hospitality  
11) Identify evaluation techniques for sustainable wine and hospitality businesses  
12) Explain reporting mechanism for sustainability in the wine and hospitality industry  
13) Describe how sustainable business practices support EMS,ISO and other local and global quality/government policies and standards  
14) Calculate the cost-benefit analysis of implementing sustainable business practices in the wine and hospitality industry  
15) Analyze various wine and hospitality businesses and create solutions for improved performance

COURSE MATERIALS: Sustainability textbooks that includes examples in the wine and hospitality industries, subject to approval by the wine business faculty. Potential textbooks may include: True to Our Roots (Dolan); Dancing With the Tiger; The Sustainable Company (Laszlo); and Cradle to Cradle. Other reading materials or access to the internet may also be required.

TEACHING METHODOLOGY: Actual teaching methods will be at the discretion of the individual professor. Common approaches for this class include lecture, experiential activities, small group team exercises, team projects, student presentations, guest lecturers, videos, and
Internet and/or computer presentations. All of the didactic methods will be utilized at the determination and discretion of the professor.

**EVALUATION TOOLS:** The professor, subject to review, will determine evaluation techniques used in the course. Common methods of student feedback and evaluation are midterm and final examinations, team projects, individual papers, and oral presentations of projects. Further, other common methods of evaluation are classroom contributions and participation, peer evaluation of team skills, and individual contributions to group projects.

**COURSE CONTENT:**

- Defining Sustainability
- Business Rationale for Adopting Sustainable Practices in the Wine & Hospitality Industry
- Business Cases of Sustainable Wine & Hospitality Companies
- Code of Sustainable Wine Growing
- Natural Step Theory
- Creating a Sustainable Business Strategy for the Wine & Hospitality Industry
- Audits for Sustainable Practices
- Design for Sustainable Wine & Hospitality Businesses
- Sustainable Practices & Implementation Policy for Viticulture
- Sustainable Practices & Implementation Policy for WineMaking
- Sustainable Practices & Implementation Policy for Hospitality
- Evaluation Methods for Sustainable Practices
- Reporting Mechanisms for Sustainable Practices
- Linking Sustainable Practices to EMS, ISO, and other Global Standards
- Cost-Benefit Analysis for Sustainable Practices

**INTERDISCIPLINARY CONTENT:**

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<tr>
<th>Topic</th>
<th>Class Hours</th>
<th>Required Graded Work</th>
<th>Other Than Exams?</th>
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<tbody>
<tr>
<td>International/Global</td>
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<tr>
<td>Ethical Issues</td>
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<td>Political Issues</td>
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<td>Social Issues</td>
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<td>Legal/Regulatory Issues</td>
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<td>Environmental Issues</td>
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<td>Technology Issues</td>
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<td>Demographics &amp; Diversity</td>
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**INTERDISCIPLINARY SKILLS**

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<td>Written Communication</td>
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<td>Critical Thinking</td>
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<td>Working in Teams</td>
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