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Introduction

The resources in this module explore what sustainability looks like in business and how it can be cultivated.



Required Resources

Reading: *Sustainability: What Everyone Needs to Know*, Chapter 2

(<https://ebookcentral.proquest.com/lib/snhu-ebooks/detail.action?docID=6449718>)

This chapter, which you will use to help you complete this week's discussion and short paper, discusses sustainability and business. As you read, consider the following:

- How are businesses' profitability and sustainability related?
- Why is greenwashing harmful to sustainability efforts?

Reading: *Sustainability: What Everyone Needs to Know*

Read the following sections of **Chapter 7** (<https://ebookcentral.proquest.com/lib/snhu-ebooks/detail.action?docID=6449718>):

- Why Do We Have to Talk About Government?
- What Do Governments Do to Increase Sustainability?
- What Are Standards, and How Are They Part of Collaborative Governance?
- How do Standards Promote Governance for Sustainability?

These sections, which you will use to help you complete this week's short paper, explore actionable steps governments can take to address sustainability issues. As you read, consider the following:

- How can governments incentivize behavior that increases sustainability?
- How can some government policies spark feedback that makes sustainability issues worse instead of better?

Video: Globalization I - The Upside: Crash Course World History #41  (<https://youtu.be/5SnRe0S6lc>) (11:50)

This video, which you will use to help you complete this week's discussion and short paper, explores globalization and trade. As you watch, listen, or read, consider the following:

- How does trade affect sustainability?
- Why is it important for local businesses to think globally?

Video: How to Make a Profit By Making a Difference 

(https://www.ted.com/talks/audrey_choi_how_to_make_a_profit_while_making_a_difference) (12:25)

This video, which you will use to help you complete this week's discussion and short paper, explains how individuals can influence the decisions that companies and institutions make. As you watch, listen, or read, consider the following:

- Why is it necessary to identify the myths we believe about markets and global capital?
- How can individuals' purchasing and investing actions help businesses become more sustainable?

Video: How to Foster True Diversity and Inclusion at Work (and in Your Community) 

(https://www.ted.com/talks/rosalind_g_brewer_how_to_foster_true_diversity_and_inclusion_at_work_and_in_your_community) (22:52)

This video, which you will use to help you complete this week's discussion and short paper, discusses actions that companies can take to improve their social justice practices. As you watch, listen, or read, consider the following:

- How did the company mentioned in the video learn from their mistakes?
- How do companies' actions related to DEI affect the global marketplace?



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