BMGT 301 – Fall 2012

Team Project

This semester all projects will address one specific topic: Sustainability in IT; sustainable, or "green," IT is a catch-all term used to describe the manufacture, management, use and disposal of information technology resources in a way that minimizes damage to the environment. As a result, the term has many different meanings, depending on whether you are addressing a manufacturer, manager or user of technology. You will identify both soft and hard issues of sustainability in IT. Each team will choose a company in a specific industry and assess that company's sustainability initiative(s) both internally and externally. Projects will address some or all of the following:

- Sustainable IT manufacturing: this refers to methods of producing products in a way that does not harm the environment. It encompasses everything from reducing the amount of harmful chemicals used in products to making them more energy efficient and packaging them with recycled materials.
- Sustainable IT management and use: this has to do with the way a company manages its IT assets. It includes purchasing energy-efficient desktops, notebooks, servers and other IT equipment, as well as managing the power consumption of that equipment. It also refers to the environmentally safe disposal of that equipment, through recycling or donation at the end of its lifecycle.
- Sustainable IT disposal: this refers to the safe disposal of IT assets at the end of their lifecycle. It ensures that old computer equipment (otherwise known as e-waste) does not end up in a landfill, where the toxic substances it contains can leach into groundwater, among other problems. Many of the major hardware manufacturers offer take-back programs, so IT departments don't have to take responsibility for disposal. Some U.S. states and the European Union have laws requiring that e-waste be recycled.
- Company strategy and sustainable IT: assessment of the company's sustainability strategy, goals, objectives and specific plans.
- Other important issues you might identify.

Some of the firms you might want to consider:

- Apple
- IBM
- Microsoft
- Intel
- HP
- Dell
- GM
- Amazon
- Toshiba
- Etc…