

## Uncommon Reads

### Let My People Go Surfing: The Education of a Reluctant Businessman

IDH2930 Class# 25932 (1 credit hour – Honors course)

Spring Semester 2025

Face-to-face class meetings: Mondays 8:30 – 9:20 AM in Honors Village 1, Room 114

#### Instructor

Dr. Ryan Good (he/him/his)

Office Location: 2049 McCarty Hall D

Office Hours: Mondays 10:00 – 11:00 am, Wednesdays 2:30 – 3:30 pm, or by appointment

Email: [ryangood@ufl.edu](mailto:ryangood@ufl.edu)

#### Course Description. Overview and Purpose

Sustainable and responsible business practices are increasingly appreciated, if not expected, in all sectors of business in the 21st century, yet many firms of all sizes struggle to operate in just, green fashions. Concern about the causes and impacts of climate change, labor inequality, international exploitation, and pollution are arguably at an all-time high, but business solutions are often public relations strategies as much as actual operational changes aimed at minimizing the impacts of these global-scale problems. So, what is a business to do? Is it even possible to conduct business sustainably in the 21st century? Answering that question will be the central goal of this course. Based around the memoir of Patagonia founder Yvon Chouinard, we will explore the philosophies that can drive a business to operate in just and sustainable ways, what those decisions mean for a business's positive and negative outcomes, and what this all means for us as customers and consumers as well. Coursework will include weekly Socratic discussions, occasional short reflection essays, and a presentation.

#### Course Objectives

By the end of this course, students will be able to

- Critique business practices and their motivations
- Evaluate their own consumption choices
- Compare and contrast operational philosophies of businesses for environmental, social, and economic outcomes

#### Required Textbook

Yvon Chouinard. *Let My People Go Surfing: The Education of a Reluctant Businessman* (2<sup>nd</sup> edition, subtitled "Including 10 More Years of Business Unusual"). Penguin Books. 2016.

#### Required Technology

Students need to have access to a personal computer or laptop with a working webcam and microphone in order to access all features of the course Canvas site, and to participate in online office hours. Broadband internet access is required.

#### Grading Policies

Information on current UF grading policies for assigning grade points can be found at <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

A minimum grade of B is required to earn Academic points towards your Honors Completion Requirements. (Exception: Honors Quest I and II sections require a C). Once you have earned your final grade in this course, please upload the course information and final grade from your Unofficial Transcript into your Honors Canvas Cohort: Honors Completion module to earn Honors Milestone / Completion credit.

## Grading scale

The final grade for this course is based on a 1000-point scale and will be weighted as follows:

Grade	Points	Percent	Grade	Points	Percent
A:	> 930.0	> 93.0%	C:	730.0 to < 770.0	73.0 to < 77.0%
A-:	900.0 to < 930.0	90.0 to < 93.0%	C-:	700.0 to < 730.0	70.0 to < 73.0%
B+:	870.0 to < 900.0	87.0 to < 90.0%	D+:	670.0 to < 700.0	67.0 to < 70.0%
B:	830.0 to < 870.0	83.0 to < 87.0%	D:	630.0 to < 670.0	63.0 to < 67.0%
B-:	800.0 to < 830.0	80.0 to < 83.0%	D-:	600.0 to < 630.0	60.0 to < 63.0%
C+:	770.0 to < 800.0	77.0 to < 80.0%	E:	< 600.0	< 60.0%

The final grade for this course is based on a 1000-point scale and will be weighted as follows:

Grade Component	Points	Percentage
Class Attendance and Engagement	390	39.0%
Reflection Essays (5 x 90 points)	450	45.0%
Case Study Presentation	160	16.0%
<b>Total</b>	<b>1000</b>	<b>100%</b>

Grade cutoffs are exact; you should not expect any rounding of scores at the end of the semester.

*Class Attendance and Engagement:* Students significantly contribute to creating a comfortable and productive learning environment by attending and participating productively in class. I encourage questions and sharing of relevant experiences! Grades are based on attendance and frequency and quality of student contributions to the class. You are allowed one unexcused absence from class; this absence will not impact your attendance and engagement grade. Excused absences do not count against your grade.

*Reflection Essays:* Roughly every few weeks, you will draft a short, informal essay responding to questions that engage with and reinforce the read material. These assignments' free response questions are intended to help you organize your thoughts and prepare for a fruitful discussion in class. These assignments are due on Sundays @ 11:59pm on weeks they are assigned.

*Case Study Presentation:* You will work with a small group of your classmates to evaluate a relevant case study business, examining the context, practice(s), and sustainability of your chosen example. These presentations will be given in the final weeks of class and should reflect the breadth of material we discuss in the preceding weeks.

Specific grading criteria for each assignment will be provided on Canvas. You are responsible for maintaining duplicate copies of all work submitted in this course until the end of the semester. In case of a grading dispute, you must notify the instructor via email within one week of the date the grade is posted. It is your responsibility to ensure that all assignments are successfully uploaded to Canvas. Missing, corrupt, or incompatible files may result in grade penalties up to a score of zero for the assignment.

## Honors Program Information

Honors Program, 201 Walker Hall, 352-392-1519

Quick questions for an Honors advisor? Email [advisor@honors.ufl.edu](mailto:advisor@honors.ufl.edu)

Need an Honors advising appointment? Schedule via Microsoft Bookings: <https://bit.ly/ufhonorsadvising>

## Course Policies

### Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Excusable reasons:

- In case of illness, upon receipt of a doctor's note or equivalent, or by following the procedure outlined here: <https://care.dso.ufl.edu/instructor-notifications>.
- In case of religious holidays, by informing your instructor via email at least one week ahead of time.
- In case of military duty, jury duty, participation in academic conferences, or participation in official university or UAA events, by providing appropriate evidence at least one week ahead of time.
- In case of family emergencies or other extenuating circumstances, by following the procedure outlined here: <https://care.dso.ufl.edu/instructor-notifications>.
- In all other cases, or if you are unsure, please email your instructor as soon as feasible. Absences are generally not excused for non-emergency travel and vehicle problems.

You are still responsible for turning assignments in on time unless an extension has been requested via email and approved by your instructor prior to the deadline. In case of true documented emergencies, the instructor may waive this requirement.

### Late Work

You are responsible for turning assignments in on time unless an extension has been requested via email prior to the deadline. In case of true documented emergencies, I may waive this requirement. Technical difficulties are not generally an excuse for missing an assessment or assignment; you should have contingency plans in case any such issues arise. Try not to wait until the last minute to submit assignments!

Late submissions will incur a penalty of 20% per day. A day is defined as 24 hours from the due date and time. Submissions more than three days late will receive a grade of zero.

I highly recommend starting work on assignments early to preclude unexpected emergencies or late-semester stress from compromising your grade. Deadline extensions may be available on certain assignments if requested ahead of time via email, but must be justified. If extended deadlines are not met, late penalties will be assessed based on the original, not the revised due date!

Finally, please do not wait until the end of the semester to discuss problems with the course material or performance in class. Your performance and success are important to the instructor, the Honors Program, the College of Agricultural and Life Sciences, and University of Florida, so please contact the instructor to discuss your concerns as soon as they arise.

### Artificial Intelligence (AI) Statement

AI applications including natural language chatbots like ChatGPT are an amazing new technology that is revolutionizing the way we access information, just like computers, the internet, and mobile phones did in prior decades. AI can be a useful tool for tasks such as editing, spellchecking, organizing, and brainstorming. **Other uses, including copying & pasting ChatGPT output and representing as your own work, are not appropriate in college courses; doing so constitutes academic dishonesty. All work submitted for credit in this class must be your own.** If you use any AI application for any part of an assignment (including brainstorming ideas or editing), you must state so as part of your submission. AI-generated images may not be used unless expressly approved by your instructor for a specific assignment.

## **Course Communications and Technology**

The preferred way to get ahold of me of class and office hours is via Canvas message or UF email. Emails from outside providers, like Gmail, are not considered secure and will be ignored to protect student privacy. University policy dictates that grades cannot be discussed via email, so if you have a grade-specific question, you should ask it in person or via Canvas message. For all communications, you can expect a response within 24 hours on weekdays. All students are expected to check the course web site on Canvas (<http://elearning.ufl.edu>) on a daily basis. In addition, I may send specific communications directly to your UF, which you should check daily as well. You should enable Canvas notifications for this class, so that you are notified immediately about grading, assignment feedback, due date changes, announcements, etc.

## **Canvas Display Name Change**

Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to [one.ufl.edu](http://one.ufl.edu), click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

## **University of Florida Policies**

### **Academic Honesty and Plagiarism**

UF students are bound by The Honor Pledge which states "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor or TAs in this class.

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see <https://policy.ufl.edu/regulation/4-040/>.

**PLAGIARISM, WHETHER INTENTIONAL OR UNINTENTIONAL, IS A SERIOUS AND POTENTIALLY CAREER-ENDING FORM OF ACADEMIC MISCONDUCT. Copying and pasting is never okay in academia.**

Direct quotes are not commonly used in science writing; paraphrases accompanied by a proper citation should be used instead. Use of photographs or images without proper citation, both in-text and in a references list, is also considered plagiarism.

### **Grades and Grade Points**

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### **Course Evaluation Process**

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course

using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>.

### **Software Use**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Services for Students with Disabilities**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

You must submit this documentation prior to submitting assignments or taking quizzes or exams.

Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. The DRC may be contacted by visiting 001 Reid Hall, calling 352-392-8565, or visiting their web site at [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/).

### **Student Complaints**

Residential Course: <https://www.ombuds.ufl.edu/complaint-portal/>

Online Course: <https://pfs.tnt.aa.ufl.edu/state-authorization-status/#student-complaint>

## **Campus Helping Resources**

**Your wellbeing is important to your instructor and the University of Florida community.** Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

### **Whole Gator App**

The Whole Gator website and app connects UF students with resources dedicated to supporting overall health and well-being. In addition to many of the resources below it also has strategies to practice self-care. <https://one.ufl.edu/whole-gator/topics> .

## Health and Wellness

- *U Matter We Care.* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit the [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling & Wellness Center.* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center. Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department.* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).
- *Gatorwell Health Promotion Services.* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, [visit the GatorWell website](#) or call 352-273-4450.
- Student Success Initiative, <https://studentsuccess.ufl.edu/>
- [Field and Fork Pantry](#). Food and toiletries for students experiencing food insecurity.

## Academic Resources

- *E-learning technical support.* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via email at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- [Career Connections Center](#). Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.
- [Library Support](#). Various ways to receive assistance with using the libraries or finding resources. Call 866-281-6309 or email [ask@ufl.libanswers.com](mailto:ask@ufl.libanswers.com) for more information.
- [Teaching Center](#). 1317 Turlington Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- [Writing Studio](#). Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- [Dean of Students Office](#). 202 Peabody Hall, 392-1261. Among other services, the DSO assists students who are experiencing situations that compromises their ability to attend classes. This includes family emergencies and medical issues (including mental health crises).

## Course Outline

Date	Chapter/Topic & Reading Assignment
January 13	Introduction to Course - no reading
January 20	<b>No class</b> - Martin Luther King, Jr. Holiday
January 27	Chouinard & Patagonia History (pp. vii - 76) <b>Reflection #1 Due</b>
February 3	Product Design & Production Philosophies (pp. 77 - 120)
February 10	Distribution & Marketing Philosophies (pp. 121 - 150) <b>Reflection #2 Due</b>
February 17	Discussion - no reading
February 24	Financial & Human Resource Philosophies (pp. 151 - 167) <b>Reflection #3 Due</b>
March 3	Discussion - no reading
March 10	Management & Environmental Philosophies (pp. 168 - 226) <b>Reflection #4 Due</b>
March 17	<b>No class</b> - Spring Break
March 24	<b>No class</b> - Dr. Good @ AAG Meeting
March 31	The American Dream (pp. 227 - 234) <b>Presentation Sign-Up Deadline</b>
April 7	Discussion - no reading <b>Reflection #5 Due</b>
April 14	<b>Presentations</b> - no reading
April 21	<b>Presentations</b> - no reading

### Course Alterations

Unforeseen circumstances may make it necessary to alter the information given in this syllabus during the semester. Such changes are not unusual and should be expected. All changes to the syllabus will be announced in class and posted to Canvas. It is your responsibility to keep up with any syllabus changes.