



Sustainable Business Strategy

Syllabus

Sustainable Business Strategy provides participants with the knowledge and tools to become a purpose-driven business leader. This course explores the different business models that companies can use to drive change and explains why purpose-driven businesses are particularly well positioned to tackle the world’s biggest problems. You will learn how to influence management and other key stakeholders on the competitive advantages of being a purpose-driven firm, and how to integrate your values into your work so that you can help transform firms into catalysts for system level change.

Modules	Case Studies	Key Takeaways
Module 1 The Business Case for Action	<ul style="list-style-type: none"> • Unilever • Walmart • Transatomic Power 	<ul style="list-style-type: none"> • Understand the business case for change and apply business models that create shared value • Analyze industry disruptions and business uncertainties and create scenario analyses to develop smart strategic options
Module 2 Driving Change at Scale: Moving Beyond the Firm	<ul style="list-style-type: none"> • Walmart • Unilever • King Arthur Flour • Public Good Simulation Game • Faculty Expert: Joshua Greene 	<ul style="list-style-type: none"> • Understand what purpose-driven firms are and why they are successful • Examine the “Wheel of Change” and how business is a key catalyst to solve large global issues like climate change and income inequality • Analyze cooperative action examples to understand how and why firms cooperate and why it’s necessary to enact change
Module 3 Purpose-Driven Systemic Change	<ul style="list-style-type: none"> • Norsk Gjenvinning • John Streur, CEO of Calvert • Walmart • Faculty Experts: John Ruggie, John Coates, Jane Nelson, George Serafeim 	<ul style="list-style-type: none"> • Analyze the investor’s role, including the role of stakeholder management, alternative governance, Environmental, Social & Governance metrics, and impact investing • Evaluate the role of governments and other institutions in large-scale change and understand why “Systems Thinking” is necessary • Develop a personal plan for what YOU can do