

The Sustainable Company

MKTG 579 or IBUS 579

Summer Session A 2023

Introduction

Consider this question from Paul Polman, former CEO of Unilever, “Is the world better off because your business is in it?” Consider, also, companies who say they want to be 50% carbon free by 2030- but that also means that 50% is not carbon free. Climate change affects all aspects of a company. Managers’ lives are upside down trying to link profits to progress and CO2 reduction. Science based targets must go hand in hand with Shareholder targets. Many managers have the desire and even requirement to make a difference in their business, but are unsure how.

What we will cover

Using the model from Chris Laszlo’s book, The Sustainable Company, students are given a process to apply to their own company journey. This course will also leave participants with methods and approaches which are critical to analysis and understanding, regardless of the discipline or category. We will cover a shift from Shareholder focus to Stakeholder focus, UNSDG’s, Trade off models looking at externalities, ESG & others.

This 2 credit course in Sustainability begins with Foundation/Framework, covers the Circular Economy, and will help students curate skills in examining critical goal setting and measurement to include Sustainability in the firm. We do this through the lens of an interactive case, readings, & experts. The class is intended to be discussion based with a participatory environment.

This class will also be useful for Case Analysis as part of any MBA class.

Student responsibilities

There is one minor deliverable, and one major deliverable:

The minor deliverable is a mini team effort on one of many current climate articles which examine major issues in Sustainability: Energy, Water, Other Environment, Food, Just Transition, Labor in the Supply Chain.

The major deliverable is one where students will apply their learning to their own company to create a plan which examines/audits the current state of their business (or their area of work) from the lens of Sustainability, and then makes an action plan to be more sustainable.

This course assignment is in 2 parts:

- A) A preliminary status report/audit, and
- B) A recommended plan to be Sustainable.

Classes will meet in PACCAR 291 on four Thursdays from 6-9:30 PM as follows:

June 22, June 29, July 6, & July 13