



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