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.

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<th>Modules</th>
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| Module 1 | **The Business Case for Action** | • 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 |
|          | • Unilever  
• Walmart  
• Transatomic Power | |
| Module 2 | **Driving Change at Scale: Moving Beyond the Firm** | • 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 |
|          | • Walmart  
• Unilever  
• King Arthur Flour  
• Public Good Simulation Game  
• Faculty Expert: Joshua Greene | |
| Module 3 | **Purpose-Driven Systemic Change** | • 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 |
|          | • Norsk Gjenvinning  
• John Streur, CEO of Calvert  
• Walmart  
• Faculty Experts: John Ruggie, John Coates, Jane Nelson, George Serafeim | |