Harvard Business School Online

20–30 hours over 3 weeks
7–9 hours/module
3 modules

Sustainable Business Strategy

Syllabus

Sustainable Business Strategy provides participants with the knowledge and tools to become purpose-driven business leaders. 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	Takeaways	Key Exercises
Module 1	**The Business Case for Action**	• Unilever • Walmart • Transatomic Power	• 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	• Business model and stages of disruption identification exercises
Module 2	**Driving Change at Scale: Moving Beyond the Firm**	• Walmart • Unilever • King Arthur Flour	• 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	• Public good simulation game • Prisoner's dilemma analysis
Module 3	**Purpose-Driven Systemic Change**	• Norsk Gjenvinning • King Arthur Flour • Unilever	• 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	• Values and purpose reflection exercises

Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete all 3 modules by stated deadlines.

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