

BUSINESS & SOCIETY





LEARNING JOURNAL UNIT 6

BUS 3306-01 BUSINESS AND SOCIETY - AY2024-T5



JULY 26, 2024

INSTRUCTOR: ANTHONY WILLIAMS

DESCRIPTION OF WHAT I DID:

This week, I tried to learn important things about green business growth and long-term marketing strategies. I began by reading online papers about these topics, paying special attention to case studies of companies like Ben & Jerry's, McDonald's, and Unilever that are known for running their businesses in an environmentally friendly and moral way. I built this foundation and then evaluated my understanding by completing the Unit 6 self-quiz. I then crafted a discussion post analyzing Budbee, a Swedish logistics company, and their innovative approach to sustainable e-commerce delivery. Finally, I wrote an assignment examining Ben & Jerry's corporate social responsibility initiatives and green marketing strategies.

REACTIONS TO WHAT I DID:

The investigation of green business methods piqued my interest, especially the way in which businesses are incorporating sustainability into their fundamental activities. The Budbee case was particularly intriguing because it showed how creativity and technology can be used to develop logistical solutions that are more ecologically friendly. Writing about Ben & Jerry's strengthened my conviction that companies can be successful and socially conscious at the same time.

FEEDBACK AND INTERACTIONS:

While specific feedback isn't mentioned, the process of giving feedback to peers on their discussion posts likely provided valuable insights into different perspectives on sustainable business practices. This exchange of ideas helps broaden understanding and challenges one's own assumptions.

FEELINGS AND ATTITUDES THIS WEEK:

I felt inspired by the innovative approaches companies are taking to address environmental concerns. The fact that prosperity and sustainability can coexist and even benefit one another was heartening. But I also had a sense of urgency when I saw how much of an industry-wide shift was required to tackle climate change.

WHAT I LEARNED AND ANY CONFUSIONS:

I gained knowledge of the various facets of corporate sustainability, including marketing tactics and supply chain management. How smaller organizations might apply comparable techniques with less resources is one area that may require more explanation.

ADDITIONAL REFLECTIONS:

- The extent to which some businesses have integrated sustainability into every facet of their business model astounded me.
- Analyzing the success of green marketing techniques proved to be the most difficult task since it involves striking a balance between the potential for greenwashing and actual environmental impact.
- I am getting better at evaluating corporate sustainability statements critically and comprehending how difficult it is to put green business strategies into effect.
- As a student, I am beginning to understand how crucial it is to go past platitudes and consider the true effects of business sustainability programs.

APPLYING CONCEPTS TO MY OWN EXPERIENCE:

I can put these concepts into practice by supporting companies that genuinely commit to sustainability and by becoming a more conscientious customer. I can promote the use of sustainable techniques in my future job, regardless of the sector I work in. I have been motivated to think about ways to lessen my personal environmental effect in my day-to-day activities by what I have learned.

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