NEW COURSE PROPOSAL

**GRADUATE** Level I (Masters & Phd courses) X Level II (Phd courses) **UNDERGRADUATE**

**SCHOOL, DEPARTMENT, COLLEGE**: SCHELLER COLLEGE OF BUSINESS **DATE:** NOV 25, 2013

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| 1. Proposed Course Number: IMBA 6430   (Verify with Registrar's Office) | | | | | | | | | | 2. Hours: *LECTURE 2 LAB/RECITATION 0 SEMESTER CREDIT 2*  *Is this course repeatable for credit? \_\_\_NO\_\_* | | | | | | | | | | | | | | | | |
| 3. Descriptive Title: BUSINESS STRATEGIES FOR SUSTAINABILITY | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. Recommended Abbreviation for Transcript – (24 characters including spaces): | | | | | | | | | | | | | | | | | | | | | | | | | | |
| B | U | S |  | S | T | R |  | S | | | U | S | T | A | I | N | A | B | | I | L | I | T | Y |  |  |
| 5. Catalog Description – (25 words or less)  Cross-functional strategies to address competitive and regulatory demands placed on firms for achieving sustainable business practices. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. Basis: L/G YES P/F YES Audit YES | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. Prerequisites: NONE  Prerequisites with concurrency:  Corequisites: | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8. Has the course been taught as a special topic? NO If YES, When Enrollment | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Is this course equivalent to another course (graduate or  undergraduate) taught at Ga. Tech? If yes, list course number(s): Modified from (replaces) IMBA 6170 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. For undergraduate courses, are you requesting that this course satisfy:   Humanities \_NO\_\_ Social Science \_\_NO\_\_ Ethics \_NO\_\_ Global Perspective \_\_NO\_\_ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11. Expected Mode of Presentation: | | | | | | | | | *MODE* | | | | | | | | | | *% of COURSE* | | | | | | | |
| * Lecture | | | | | | | | | Lecture | | | | | | | | | | 100 % | | | | | | | |
| Discussion | | | | | | | | | |  | | | | | | | |
| Seminar | | | | | | | | | |  | | | | | | | |
| Demonstration | | | | | | | | | |  | | | | | | | |
| Other (Specify) | | | | | | | | | |  | | | | | | | |
| * Lab/Recitation | | | | | | | | | Supervised | | | | | | | | | |  | | | | | | | |
| Unsupervised | | | | | | | | | |  | | | | | | | |
| 12. Planned Frequency of Offering: | | | | | | | | | *TERM TO BE OFFERED* | | | | | | | | | | *EXPECTED ENROLLMENT* | | | | | | | |
|  | | | | | | | | | Fall | | | | | | | | | | 60 | | | | | | | |
|  | | | | | | | | | Spring | | | | | | | | | |  | | | | | | | |
|  | | | | | | | | | Summer | | | | | | | | | |  | | | | | | | |
| 1. Probable Instructor(s) – *Please mark with an asterisk any non-tenure track individuals.*   Beril Toktay, Sudheer Chava, Atalay Atasu, Manpreet Hora, Ravi Subramanian, Omar Rodriguez-Vila | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Purpose of Course: Relation to other courses, programs and curricula:   Required course for the MBA in Global Business and MBA in Management of Technology Curricula | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15. Required YES Elective NO | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16. Submit a course syllabus | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ATTACHED | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17. Can the class count toward degree requirements at Georgia Tech? YES | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18. Is this class restricted to Free Elective only? NO | | | | | | | | | | | | | | | | | | | | | | | | | | |

Registrar 12/09

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Registrar 10/00

**IMBA 6430 Business Strategies for Sustainability**

**Course Outline**

**Course Description and Learning Objectives**

Sustainability is a critical global challenge that directly touches the human condition. Yet corporate environmentalism in the U.S. has a short history, tracing its roots to the regulations developed by the EPA in the 1970s. Since then, only a handful of firms have articulated a comprehensive firm-wide business strategy for sustainability involving a combination of strategies such as eco-efficiency, product stewardship, sustainable technology adoption and business model innovation, while the vast majority are still in the early phases of their “sustainability journey,” focusing on compliance-based approaches.

This course aims to educate the 21st century manager who appreciates and integrates cutting-edge business principles, science and technology to further sustainability objectives throughout her/his career. To this end, the goal of the course is to equip participants with the following knowledge and tools:

* An understanding of the competitive, environmental, social and regulatory aspects of sustainability and the trade-offs therein
* The ability to apply the sustainable value framework to a specific business or industry
* An understanding of cross-functional business strategies that can serve to position a company as a leader in sustainable business

**Course Materials**

A course pack of cases and readings will be used in the course.

**Grading:**

Class discussions are at the core of the learning in this course. The discussions will cover the readings and cases listed in the schedule of classes, as well as any conceptual material presented in lectures.

Individual assignment: 25% ; Group case write-ups: 50% ; Class participation: 25%

**Topics**

Basic Sustainability Concepts

Sustainable Value Framework

Greening the Value Chain

Closed-Loop Supply Chain Strategies

Design for the Environment

Clean Technologies and Renewable Energy

Branding Implications of Sustainability

Socially Responsible Investing/Lending