# Course Syllabus: Sustainability and Business Strategy

## Course Description

This course explores the intersection of sustainability and strategic management, focusing on how organizations can align their business strategies with environmental, social, and governance (ESG) goals. Students will examine sustainability frameworks, analyze real-world case studies, and develop actionable strategies to address global challenges such as climate change, resource scarcity, and ethical business practices.

## Course Objectives

By the end of this course, students will be able to:

* - Understand the principles of sustainable development and their relevance to business strategy.
* - Apply sustainability frameworks like the Triple Bottom Line and Circular Economy to analyze business decisions.
* - Evaluate the role of corporate governance, ethics, and leadership in driving sustainable practices.
* - Develop strategic solutions to sustainability challenges through case studies and projects.

## Use of Cases and Projects

The course uses real-world case studies from companies such as Patagonia, Unilever, and Volkswagen to highlight the complexities and opportunities of integrating sustainability into business strategy. Students will also work on a semester-long project to design a sustainable business model for a real or hypothetical company.

## Topics Included

### 1. Introduction to Sustainability

Overview of sustainability concepts, including the Triple Bottom Line (People, Planet, Profit), Corporate Social Responsibility (CSR), and drivers of sustainability.

### 2. Strategic Frameworks for Sustainability

Exploration of frameworks such as the Circular Economy, Sustainable Development Goals (SDGs), and stakeholder analysis for integrating sustainability into strategic planning.

### 3. Corporate Governance and Ethics

Examination of ethical decision-making, corporate governance structures, and leadership styles that support sustainable practices.

### 4. Case Studies in Sustainability

Analysis of case studies including Patagonia’s environmental initiatives, Unilever’s Sustainable Living Plan, and the Volkswagen emissions scandal to understand real-world applications.

### 5. Sustainable Innovation and Operations

Discussion on how companies can innovate in product design, supply chain management, and operational efficiency to meet sustainability goals.

### 6. Measuring and Reporting Sustainability

Introduction to sustainability metrics, reporting standards (e.g., GRI, SASB), and tools for assessing environmental and social impacts.

### 7. Student Projects and Presentations

Students present their semester-long projects, showcasing their ability to design strategic solutions for sustainability challenges in real-world contexts.