

# Sustainable Business: Doing Good Business While Doing Good

**GE 2220**

Prof. Christian Wagner & Dr. Wenyu Dou



# Course Instructors

## **Christian Wagner, Professor**

- Department of Information Systems, College of Business
- Research area: information technology and business
- Background in science and engineering

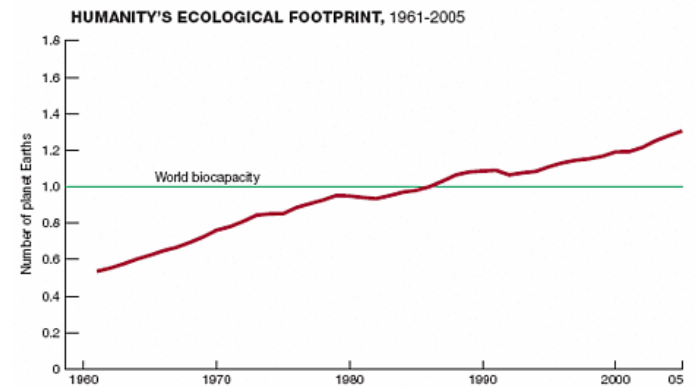


## **Dr. Wenyu Dou**

- Department of Marketing, College of Business
- Research area: consumer marketing
- Background in psychology and sociology.



# We have a problem....



# But businesses can bring solutions as well...





# Week 1: Overview

- Overview of the changing business environment and challenges
- How to develop a sustainable business: doing business by doing good business!

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**Refute** Traditional Wisdom: Good for business → bad for society. **Adopt**  
New Insight: Have it all!

# Week 2: Concepts and Theory

- Concepts and framework for understanding business, sustainable vs. unsustainable.
- Theories and models from sciences, engineering, economics, sociology, and psychology

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**Understand.** Natural and social sciences have answers.



# Week 3: Business and Society

- Corporate social responsibility
- Sustainable development
- Socially responsible investing and marketing



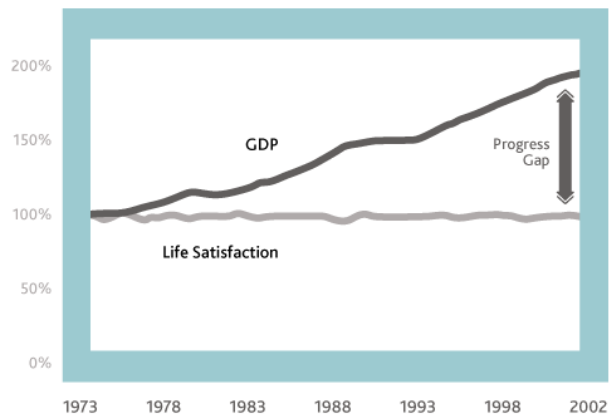
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**Critically assess** balance between business goals and sustainability.  
**Determine** impact on business behaviors.

# Week 4: Psychology of Consumption

- Consumer decision making and choice
- Dysfunctional consumption behaviors

UK Life Satisfaction and GDP: 1973-2002



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**Understand how business practices influence consumer behaviors**



# Week 5: Consumer Welfare

- Choice editing
- Ethical consumption
- Sustainable lifestyles



**Evaluate available approaches** to positively improve consumers' welfare and wellbeing.

# Week 6: Measurement Metrics for Sustainable Business Performance

- Common reporting frameworks
- Sustainability benchmarking tools

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Learn methods of inquiry to develop a standardized reporting framework.  
Evaluate business performance based on sustainability metrics.

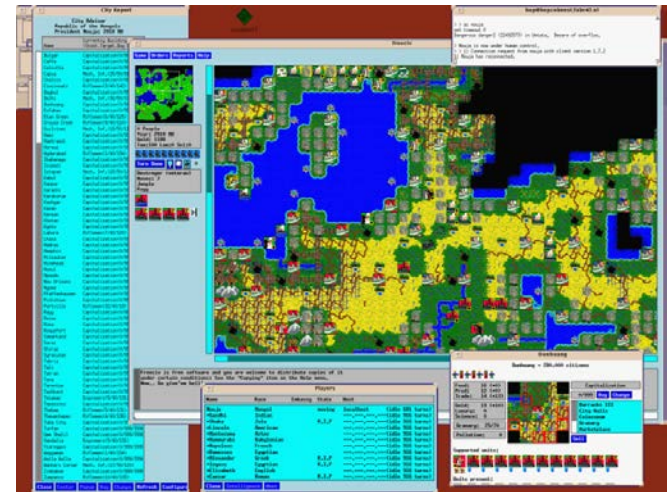


# Week 7: Simulation Game Sustainable Civilization (Freeciv)

- Multiplayer strategy game.
- Assume leadership role to guide your civilization through the centuries. Use emerging technologies and resources to help your civilization to grow and thrive.

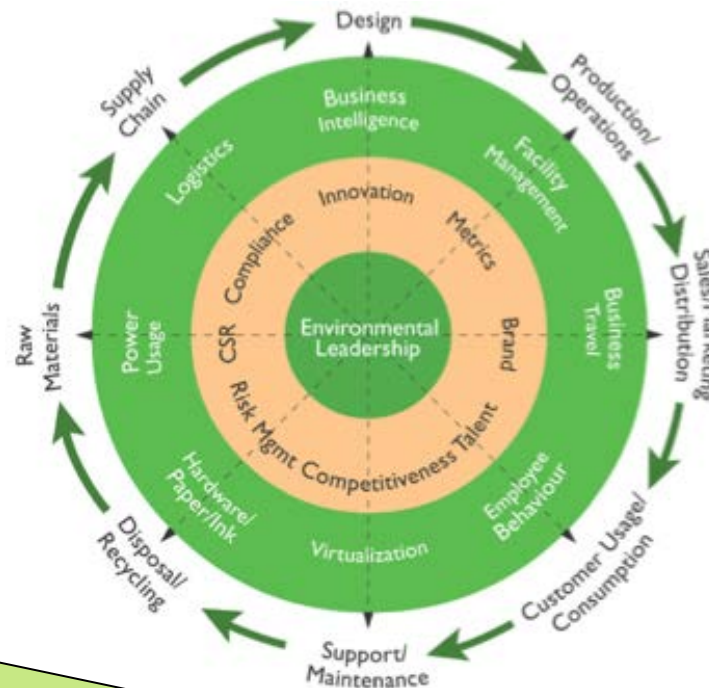
**Experientially determine** consequences of planning choices on future business and societal outcomes. **Strategically decide** to promote sustainable development. **Competitively evaluate** own performance against others. **Recognize and solve** ethicality dilemmas.

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# Week 8: Strategy and Tools for Sustainable Business

- Re-designing business processes for sustainability

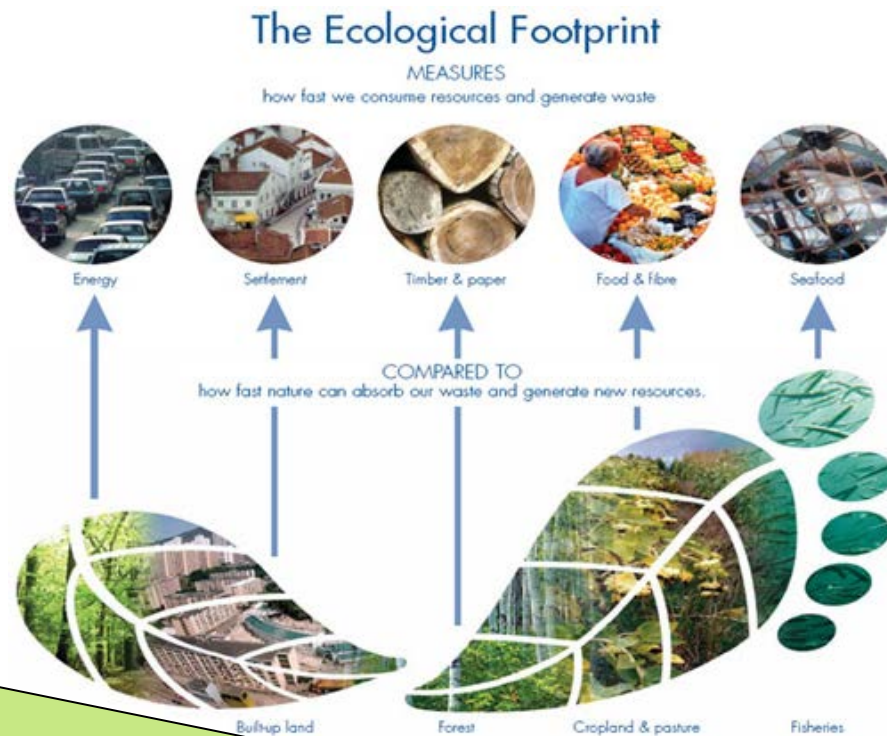


**Develop and apply knowledge** and skills for designing sustainable business processes.



# Week 9: Strategy and Tools for Sustainable Business

- Supply chain management for sustainability



**Understand the available tools** for coordinating a strategy of sustainability between a firm and its business partners and **apply** them to formulate plans.



# Week 10: Strategy and Tools for Sustainable Business

- New product development for sustainability



## Design for Environment and Mirra

- High Recycled Content – 42%
- Design for Disassembly – 96% Recyclable

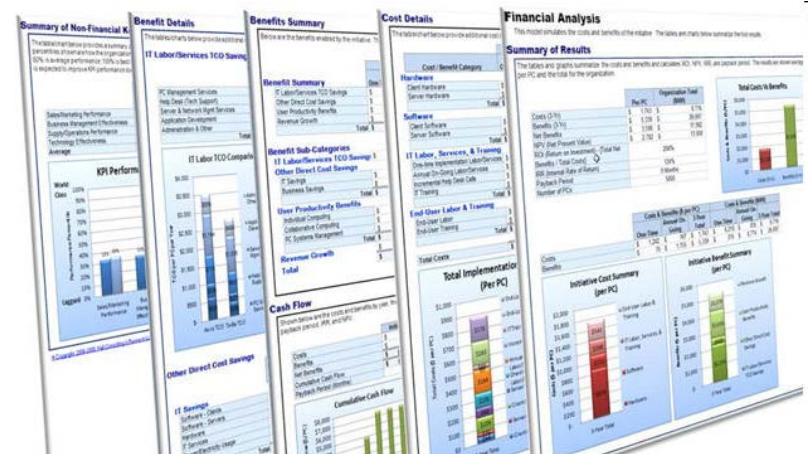
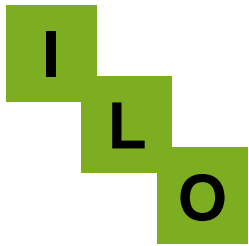


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Identify and apply the critical elements and steps involved in **designing** sustainable products.

# Week 11: Designing Sustainable Business Project

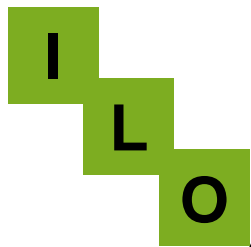
- Project management
- Financial analysis
- Consumer and market analysis



Master the diverse set of **skills** that are instrumental for **developing and implementing** sustainable programs in firms.

# Week 12: Special Topics on Sustainable Business

- Sustainable business in emerging economies
- Interplay among governments, businesses, NGOs, and consumers.



**Critically assess** key emerging business issues and **interpret** their implications for engaging in sustainable business activity.

# Week 13: Group Project Presentations



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**As a team, present a compelling analysis of a firm's sustainable business program.**