

## **BUSI 758M: SUSTAINABILITY AND GREEN BUSINESS**

**Credit Hours:** 2

**Instructor:** Danielle Wang

**Pre-requisites:** None

**Course Overview:** The climate of business is changing. Environmental issues are no longer simply a compliance officer's job. Increasingly, companies need to be environmentally sustainable to be competitive. Environmental issues can impact the bottom-line by affecting operational risks and costs, revenue streams and brand reputations, investment risks and valuations, etc.

This course is developed on the concept of triple bottom line management, i.e. to manage three interrelated factors - people, planet and profit – for socio-environmental value creation and business success. Course content is organized by three threads – 1) environmental issues, 2) sustainability concepts and tools, 3) green business strategies and practices. Environmental issues to be examined include energy, water, waste, pollution, climate change and ecosystems. Sustainability concepts and tools include eco-efficiency, eco-effectiveness, life-cycle analysis, C2C designs, industrial ecosystems, back-casting, reporting and certification systems. Business strategies and practices cover the areas of green products, services, technologies, value chains, and business models (for example, alternative energy, by-product synergy, smart IT applications, green chemistry, green building, service based business models, etc).

### **Learning Objectives:**

- Understand the status of natural resources and ecosystems in local and global contexts
- Analyze the impacts of environmental issues on business and vice versa
- Identify critical environmental challenges and business opportunities key to a business's survival and success
- Develop business strategies in resource efficiency and eco-effectiveness to be green and grow
- Develop green products, services, technologies and business models to differentiate and gain a competitive edge
- Measure, report and communicate sustainability practices to internal and external stakeholders in order to manage and lead a green business

**Career Relevance:** In a low carbon, resource constrained world, managing environmental issues is increasingly valued as a core competency for all managers. This course provides essential sustainability concepts, tools and strategies for a variety of careers in general management, consulting, operations and supply chain management, ICT management, intrapreneurship and entrepreneurship, product development and marketing, finance and accounting, and corporate communications (investor/community relations).

**Instructor:** Dr. Danielle Wang, DO&IT

**Venue:** DC Reagan Building (W 6-10 pm, Sa 8:30-5 pm; 1/4, 1/7, 1/11, 1/14)

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