

Professor Darryl McLeod

Fall 2011

Professor Michael Pirson

**Course Description:** This foundation course for the new “sustainable business minor” reviews the key ethical, economic, and scientific principles needed to manage “triple bottom line” enterprises: entities that are both profitable and responsible (socially and environmentally). The basic idea is that students of sustainable business learn to manage for planet, people, profit and longevity simultaneously. The main questions we will explore are therefore: how can businesses large and small cope with the environmental and social challenges to “business as usual?”, and furthermore: how can profitable and viable businesses protect the environment, reduce social injustice and global poverty, thereby enhancing rather than dissipating society’s trust and confidence in private enterprise? In the first part of the class, students will be exposed to the economic and social context of business in the 21<sup>st</sup> century and learn how strategies of the 20<sup>th</sup> century need to be rethought. The first half the class also introduces students to the key concepts of environmental economics and social enterprise and will develop a common framework by which to evaluate sustainability. In a second part of the class, students will examine the traditional perspectives of organizations (business) and how they need to be rethought to successfully address the challenges of sustainability. We will examine business strategy, supply chain management, and the supporting functions of finance, accounting, marketing, communications and information technology. In this second part of the class student groups will develop their own proposals for a sustainable business or for supporting sustainable enterprise within a larger organization (private or public). Throughout the class expert speakers will deliver an overview of the subject matter and instructors will discuss pertinent case studies with the students to gain an in-depth understanding of the problems and opportunities of sustainable management.

**Requirements:** Class attendance and participation in weekly case study discussions is a key requirement of the courses. The class meets only once each week, so attendance is essential. Each week students will be asked to write a brief single page essay reacting to the speaker’s presentation (or a case study in case there is no guest speaker). The midterm assignment will be a research project analyzing the sustainability performance of an organization of your own choice. This midterm assignment will be done in teams and we will guide you along on the process. There will also be a sample research paper posted online, which can guide you. During the 2<sup>nd</sup> half of the Semester, the class groups will each prepare a business plan or proposal to an NGO or government agency to start a new enterprise. You will get more information as we move through the course. Your **final course grade** will be based on a weighted average of class participation, 20%; short essays, 20%; midterm project, 25%; final group project 35% (group presentation 15%, sustainable business plan/proposal 20%).

**Online collaboration and resources:** This class is new and we wish to make it a collaborative effort. We are grateful for your ideas and suggestions along the way. So if you hear of interesting speakers, articles, conferences etc. please let us know and share it with the class. To facilitate that process we set up a Facebook group and we hope you will join: [www.facebook.com/groups/126718450754929/](http://www.facebook.com/groups/126718450754929/) Please use this forum to comment, post and send questions etc. Also, please check for updates and new material to be shared by the class. The group will be open to new members until mid-September, after which it will become private group. This syllabus is available online in [pdf form](#). It will not change. The [course calendar](#) on the other hand changes week to week, please check it weekly for readings, speakers and supplemental materials that might be useful for group projects, here is the link: [class.povertylectures.com/SustBusCalendarFall2011.pdf](http://class.povertylectures.com/SustBusCalendarFall2011.pdf)

**Contact Details/Office Hours:** Michael Pirson, GSB, Faber Hall 462; [pirson@fordham.edu](mailto:pirson@fordham.edu) or 857 869 9604 (cell); office hours: Wednesday 4-6 pm or by appointment. [Darryl McLeod](#), Economics Department x718 8174045, Dealy E-527, x4063, office hours: Wednesday 4-6pm and 9:30-10:30pm or by appointment: [mcLeod@fordham.edu](mailto:mcLeod@fordham.edu) or 914 661-6998 (cell) webpage: [www.fordham.edu/economics/mcleod](http://www.fordham.edu/economics/mcleod)

**Textbooks:** Two required books are Stuart, Hart. *Capitalism at the Crossroad*, 2008, Wharton Business School Publishing. ISBN: [137042329](#) and Hamschmidt, Jost and Michael Pirson: *Case Studies in Social Entrepreneurship and Sustainability*. Greenleaf. ISBN: 1-906093-47-1. Greenleaf will ship this book at a 20% discount with free shipping if you order online at <http://www.greenleaf-publishing.com/cases> and provide the code: PIRS827. Several other recommended books are included in table on the next page. These books include supplemental readings that complement the required readings or provide useful sources for case study projects, especially the two books by Geoffery Heal. Table 1 contains estimated prices as of August 2011, note that all of these books are also available in various ebook formats (except for the Greenleaf and Columbia press volumes).

**Readings** week 1 August 31<sup>st</sup> : Hart (Prologue/Chapter 1 [available free on kindle](#)) required: [Friedman, Hot, Flat and Crowded 2.0, Chapter 1](#) (recommended also free online) ; **Readings** week 2, September 14<sup>th</sup>: \*[Heal Nature and the market place, Chapter 2](#) (required) ; Hart (Chapter 2) required (see calendar for reading assignments)

**Preliminary topics/lectures** (*please see the [course calendar](#) for weekly updates, including assigned readings*)

- August 31<sup>st</sup> Introduction and welcome Drs. Pirson and McLeod (Movie/Documentary [The Corporation](#), Speaker: Alastair Ong: [greensoulshoes.org](http://greensoulshoes.org); **Readings:** see above and course calendar.
- September 7<sup>th</sup> No class, GSB FCRH follow Monday schedule.
- September 14<sup>th</sup> Environmental Sustainability: Climate/Diversity/Resources
- September 21<sup>st</sup> Policy implications: Security/Food/Population/Environment [UNDP PSD, Vida gas case study]
- October 28<sup>th</sup> Social Sustainability (Poverty, UN) Development/ Business Implications [Oliver Hughes, UN]
- October 5<sup>th</sup>: Urban design/ Community development
- October 12<sup>th</sup> Midterm exam week Moral Ethical Perspectives / Fair trade
- October 19<sup>th</sup> Sustainable Business Management/ Strategy (Design perspective)
- October 26<sup>th</sup> Research and Development (Design Perspective)
- November 2<sup>nd</sup> Operations (Supply Chain Management , logistics /sourcing etc.)
- November 9<sup>th</sup> Support Functions: Finance/ Accounting
- November 16<sup>th</sup> Marketing (La Selve case study, D McLeod)
- November 23<sup>rd</sup> Thanksgiving holiday (no class)
- November 30<sup>th</sup>: Support Functions : information technology/ Management /Communications
- December 7<sup>th</sup> & 14<sup>th</sup> group class presentations

**Table 1: Books for Foundations of Sustainable Business ECON 3430  
(Required and recommended titles)**

Author	Title	Date edition	Publisher	ISBN	Req?
Friedman, Thomas	<i>Hot, Flat and crowded 2.0</i>	2009-1 <sup>st</sup>	Picador	<a href="#">312428928</a>	Rec
Hart, Stuart	<i>Capitalism at the Crossroads</i>	2010-3 <sup>rd</sup>	Wharton	<a href="#">137042329</a>	Req
Heal, Geoffery	<i>Nature &amp; the Marketplace</i>	2000-1 <sup>st</sup>	Island	<a href="#">155963796X</a>	Rec
Heal, Geoffery	<i>When Principles Pay: CSR &amp; the bottom line</i>	2008-1 <sup>st</sup>	Columbia	<a href="#">0231144001</a>	Rec
Pirson, Michael	<i>Enterprise &amp; Sustainability.</i>	2011-1 <sup>st</sup>	Greenleaf	<a href="#">1906093471</a>	Req
Sachs, Jeffery	<i>Common Wealth: Crowded</i>	2009-pap	Penguin	<a href="#">143114875</a>	Rec
Yunus, Muhammad	<i>Building Social Business</i>	2010-1 <sup>st</sup>	PubAffairs	<a href="#">1586488244</a>	Rec

**Recommended books sample costs by format, August 2011**

Author	Title	Ebook <sup>1/</sup>	Used <sup>2/</sup>	New <sup>3/</sup>	Rent	Min
Friedman, Thomas	Hot, Flat and crowded 2.0	<a href="#">5.0</a>	<a href="#">8.3</a>	8.9	12	5.0
Hart, Stuart	Capitalism at the Crossroads	<a href="#">8.8</a>	<a href="#">7.8</a>	10.9	4.8	4.8
Heal, Geoffery	Nature and the Marketplace	<a href="#">15</a>	4.7	27.5	12.4	4.7
Heal, Geoffery	When Principles pay: CSR &	NA	6.5	<a href="#">5.7</a>	16.4	5.7
Sachs, Jeffery	Common Wealth: Crowded	<a href="#">14</a>	4.2	5.0	2.4	2.4
Yunus, Muhammad	Building Social Business	<a href="#">9.6</a>	3.1	4.3	8.2	3.1
<b>Total:</b>		\$52	\$28	\$56	\$40	\$25

1/Dealoz used price August 2011, includes shipping no tax of course.

2/ This is the kindle price, other ebook formats are available.

3/ Amazon or dealoz new price does not include shipping or tax.