

Week 1

Class #1 – Apr 1

Course purpose and introduction

Overview of the major project for the class

Present brief descriptions of possible projects

Review/discuss Work Statement assignment (due April 17)

Review/discuss Initial class presentations (will take place April 17)

Discuss assignments #1 and #2

Assignment #1 (individual), due Thursday Apr 3 (World Bank)

Assignment #2 (group), due Tuesday Apr 8

Student questionnaires

Class #2 – Apr 3

Reading:

“The World Bank: Mission uncertain.” Harvard Business School 9-792-100 (case packet).

Assignment #1 (individual) due (World Bank)

Problem area presentations (i.e., descriptions of possible projects)

Announce team/project assignments

Week 2

Class #3 – Apr 8

Environmental Tradeoffs

Assignment #2 due (group)

Class #4 – Apr 10

Competitive Intelligence

Interview protocols/techniques

Week 3

Class #5 – Apr 15

Market Segmentation

Readings:

Straughan & Roberts. 1999. “Environmental segmentation alternatives.” Journal of Consumer Marketing, 16: 558-575 (electronic reserves).

Swezey & Bird. 2001. “Utility green pricing programs.” National Renewable Energy Laboratory, NREL/TP.620.29831 (electronic reserves).

“A note on consumer market segmentation.” Harvard Business School 9-579-055 (case packet).

Discussion: Effective presentation guidelines

Class #6 – Apr 17

Team initial presentations

Project objectives
Approach adopted
Resources to be utilized
Task allocation

Draft of Work Statement due

Week 4

Class #7 – Tu Apr 22

International Business

Readings:

Porter. 1990. “The competitive advantage of nations.” Harvard Business Review, Mar-Apr 1990: 73-91 (electronic reserves)

Porter & van der Linde. 1995. “Green and competitive: Ending the stalemate.” Harvard Business Review, Sep-Oct 1995 (electronic reserves).

Prahalad and Hart. 2002. “The fortune at the bottom of the pyramid” (electronic reserves).

Assignment #3 due (group)

Discussion: How to structure reports

Class #8 – Apr 24

Strategy Principles and the Environment

Discussion/presentation of strategy frameworks and their applicability to environmental management

Status Report # 1 due

Week 5

Class #9 – Tue Apr 29

Team meetings with instructors

Readings:

Magretta. 1997. “Growth through global sustainability: An interview with Monsanto’s CEO, Robert B. Shapiro.” Harvard Business Review, Jan-Feb 1997: 77-88 (electronic reserves).

Holliday. 2001. “Sustainable growth, the DuPont way.” Harvard Business Review, Sept 2001 (electronic reserves).

(Note: We will not have explicit discussion of these readings. These, however, are useful background both in general and specifically in order to engage in discussion with our three guest speakers scheduled during the month of May.)

Class #10 – May 1

Guest speaker:

Alvin Kwiram
University of Washington
Professor, Chemistry
Vice Provost for Research Emeritus

Week 6

Class #11 – May 6

Mid-term briefings to class

Class #12 – May 8

Status Report # 2 due

Guest speaker:

Steve Stein
Battelle

Week 7

Class #13 – May 13

The “Coase Theorem”

Readings:

Felder. 2001. “Coase theorems 1-2-3.” American Economist, 45(1): 54-61 (electronic reserves).

Coase. 1960. “The problem of social cost.” Available at
<http://www.qmw.ac.uk/~ugte133/courses/environs/coase.pdf>

Class #14 – May 15

Preliminary rough drafts of final reports due

Guest speaker:

Don Munroe
Coastal Environmental Systems

Week 8

Class #15 – May 20

Team meetings with instructors

Class #16 – May 22

Reading:

Expanding the Playing Field: Nike's World Shoe Project. World Resources Institute, ISBN 1-56973-539-5 (case packet).

Week 9

Class #17 – May 27

Final rough drafts of final reports due

Reading:

Bayerische Motoren Werke AG. World Resources Institute, ISBN 1-56973-128-4 (case packet).

Class #18 – May 29

Evaluating cutting-edge ideas

Assignment #4 (book summaries/reviews) due (group)

Readings:

McDonough & Braungart. 2002. *Cradle to cradle: Remaking the way we make things*. New York: North Point Press.

Hawkin, Lovins & Lovins. 1999. *Natural capitalism: Creating the next industrial revolution*. Boston: Little, Brown, and Company.

Week 10

Class #19 – Jun 3

Practice final presentations

Class #20 – Jun 5

Practice final presentations

Friday Jun 6

Symposium: Final Presentations

Final Reports due