

Global Corporate Sustainability

The Global Corporate Sustainability Specialization compels students to evaluate the complete business environment and understand how global corporations manage financial, social and environmental responsibilities in relation to diverse political and social climates.

Sustainable business practice takes the long view of profitable operations and embodies the concept of "doing well while doing good." Successful managers develop a systemic philosophy of, and framework for, environmental, and social objectives.

In this specialization, you will examine real-world examples of sustainability in action, such as:

- The global sports equipment company that creates clothing without buttons or zippers, so they are more readily recyclable.
- The global manufacturer and marketer of printer cartridges that recovers 98% of its product, keeping its product out of landfills, while keeping down costs for raw materials and transportation.
- The global furniture company that requires 90% of its wood products be manufactured from sustainable sources.
- The global beer brewer that invests in AIDS prevention worldwide to sustain its customer base.

You'll learn how to create sustainable business practices that enable your company to attain profitability and competitive advantage, while enjoying excellent relations with workers, governments, and customers.

If your style is to achieve balance between corporate and community success, you will find the right tools in **Global Corporate Sustainability** Specialization. Courses required are:

MIM 511 Global Business and Sustainability

(This course is part of the core curriculum for the MIM program.)

MIM 521

Metrics For Sustainable Business

This course will help students develop an understanding of how the measurement of a global company's environmental and social performance can contribute to business goals and strategies. Students will examine how different global companies measure and report on their environmental and social performance, and how their different approaches link to their market strategies, business fundamentals, and management philosophies. *(Required foundation for specialization)*

(Pick two of three for Specialization)

MIM 531

Design and Stewardship for Sustainable Enterprise

Takes the view that to maximize a global firm's competitive advantage, managers need to know how to identify opportunities to initiate changes in the firm's value chains that reduce waste and generate value. The course will address the principles of industrial ecology, environmental management systems, product stewardship and life cycle analysis, eco-efficiency and design for the environment. Case studies will be used in the course to explore the practical challenges and opportunities to implementation of product design and stewardship activities.

MIM 541

Social Entrepreneurship and Intrapreneurship

Entrepreneurs with a social and/or environmental mission are blurring the boundaries of business, social change and environmental action. The terms social entrepreneur and social enterprise have created a range of hybrid fields. These market-based forms generate revenues and profits to advance a social/environmental mission and deliver "triple bottom line" returns. This course will apply the concepts of social entrepreneurship and social enterprise as a for-profit or a not-for-profit business model, including a range of ownership and market orientations. Students will also examine social intrapreneurship within multi-national companies. Students will interact directly with social entrepreneurs and analyze social entrepreneurship/intrapreneurship initiatives. In addition to analyzing existing models of social change, the course is designed to catalyze student ideas for creating market-based solutions to social problems including delivery of a mini business plan.

MIM 551

Managing and Leading International Non-Governmental Organizations

This course is an introduction to the nature of international development NGOs and the work they do. Students develop an understanding of the international development system and the roles that NGOs play in it as well as the types of careers that are available. They learn the core skills that managers in international development organizations need to run high-impact non-profits.