

COURSE CODE: SUSTBUS

COURSE TITLE: Managing Sustainable Business in the Global Environment

COURSE DESCRIPTION:

SUSTBUS (Managing Sustainable Business in the Global Environment) The course discusses the management of organizations that have attained long-term sustainability and growth. Companies that have existed in spans of centuries and have successfully operated in the global environment will be discussed. Characteristics of living and learning organizations such as management of resources, respect for innovation, and commitment to people and the environment will be discussed as they contribute to the sustainability of the business. The course will use the lecture and case study method.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty in Canvas

READING LIST:

- Arnould, E. and Press, M. (2011). Sustainable Marketing and Marketing Sustainability. The Business of Sustainability vol. 2. McNall, S., Hershauer, J., and Basile G. (Eds.). California: Praeger.
- Brockett, A. and Rezaee, Z. (2012). Corporate Sustainability. New Jersey: John Wiley & Sons Inc.
- McNall, S., Hershauer, J., and Basile G. (2011). The Business of Sustainability (Eds.). California: Praeger.
- Daculan, E. (2016). Watered Down: The Quest for Access in an Island Community. The Philippine Case Collection. William Davidson Institute at the University of Michigan.
- De los Reyes, R.A. (2017). Clean Energy is a Dirty Business. The Philippine Case Collection. William Davidson Institute at the University of Michigan.
- Dowling College (2016). Detailed course information of SC2162C: Global Social Issues. Retrieved from https://bannerweb.dowling.edu/pls/PROD/bwckctlg.p_disp_course_detail?cat_term_in=201509&subj_cod_in=SOC&crse_num_in=2162C
- Kramar, R. (2014). Beyond strategic human resource management: is sustainable human resource management the next approach? The International Journal of Human Resource Management. 25 (8): 1069-1089
<https://www.tandfonline.com/doi/pdf/10.1080/09585192.2013.816863?needAccess=true>

- Maliao, B. (2017). The Curse of the Dead Fish. The Philippine Case Collection. William Davidson Institute at the University of Michigan.
- Mauldin, J. (2016). These are the 6 biggest issues the world faces in 2016. Business Insider. 3 February 2016. Retrieved from <http://www.businessinsider.com/george-friedman-6-biggest-global-issues-2016-2016-2>
- Ogrian, C. and Herciu, M. (2018). Corporate Sustainability: From Fuzzy Concept to a Coherent Reality. Studies in Business and Economics. January 2018 13 (1) 112-127. DOI: 10.2478/sbe-2018-0010.
- WinklerPrins, A. (2016). The Top 5 Environmental Issues of 2016. The Environmental Film Festival in the Nation's Capital. Retrieved from <http://dceff.org/category/top-5-environmental-issues-2016/>
- World Bank Group (2016). Global Economic Prospects: Spillovers amid Weak Growth. World Bank. January 2016. Retrieved from <http://pubdocs.worldbank.org/pubdocs/publicdoc/2016/1/697191452035053704/Global-Economic-Prospects-January-2016-Spillovers-amid-weak-growth.pdf>
- Yang, Y. (2016). Davos 2016: The 4 big themes facing the World Economic Forum. Financial Times. 19 January 2016. Retrieved from <http://www.ft.com/intl/cms/s/2/ef24be04-be8d-11e5-9fdb-87b8d15baec2.html?siteedition=intl#axzz47CfXnqP4>

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: