

Purpose: This course is designed to introduce you to the opportunities, constraints, and pitfalls that firms and industries face in confronting environmental considerations. We will look course on the risks and rewards associated with global warming.

Grading: Grades will be based on an in-class midterm and final and a final project (1/3 of the grade for each). *Make-up exams are not given exceptions are rarely granted.* Details will be given regarding the project later in the semester, but suffice to say that it will be 10-15 pages where you apply what you have learned in the class to a specific green market effort.
limited number of spots and no more will be created.

How the course will function: I will begin each class with some time for students (and for me) to discuss relevant events of the day. So please feel free to discuss anything relevant that you have noticed in the wider world. We will then proceed to the course materials.

Also, while the syllabus provides what materials will be covered on what days, I reserve the right to update things as we progress. Particularly given that this is a relatively new class, and given that I would like student involvement to the extent possible, we may proceed as initially planned or somewhat differently. There is also the possibility that I will have to cancel one additional class.

Readings: Most readings will be available on-line through the library. Instructions will be provided for obtaining additional materials via the web (there will be some cost involved). Ideally, all materials should be read before class. There will be some materials that I will absolutely expect students to have read in advance (I will provide notice).

Books: There is only one book for the course that must be ordered separately:

Renato Orsato. *Sustainability Strategies: When Does it Pay to Be Green.* I have not ordered this book at the bookstore, as I assume many students would rather order it electronically. Paper versions are readily available on-line as well.

Lecture materials: Only summary ma

Office Hours, etc.: My office hours are Friday, 10-12 in Harkness Hall, Rm. 108. Please feel free to drop by, send e-mails, etc. The TA for the course is Rob Carroll (e-mail rcarroll@mail.rochester.edu), whose office is in Harkness Hall 334, and his office hours are Weds. 10-12.

Week I: Introduction to the Course (Jan. 19th)

Week II: Green Goods, Green Markets, and Other Basic Concepts (Jan. 24th, 26th)

Andrew W. Savitz. *The Triple Bottom Line*. Ch. 2.

David A. Anderson. *Environmental Economics and Natural Resource Management*. Ch. 3.

David J. Vogel.

California Management Review 47: 19-45.

Maurice

MIT Sloan Management Review 51: 18-26.

Annual Review of Environment and Resources 13: 413-435.

Orsato, Chs. 1 and 2.

For the adventurous (not required):

Journal of Political Economy 114: 816-845.

Week III

31st, Feb. 2nd)

**Week V: Social Drivers II Environmental NGOs, Investors, and Access to Capital
(Feb. 14th and 16th)**

Andrew Hoffman. 2000. *Competitive Environmental Strategy*. Ch. 5.

Bad Cop.

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Good Cop,

Geoffrey Heal. 2008. *When*

Week VII: Economic Drivers I. Voluntary Programs (Feb. 28th and Mar. 1st)

Orsato, Ch. 4.

Joaquin Canon-de-Francis and Concepcion Graces-

Environmental and

Resource Economics 44: 245-262.

Andrew King and Michael -regulatory Institutions for Solving
Environmental Problems: Perspectives and Contributions from the Management

Madhu Khanna and Keith ess of Voluntary Environmental
and Young, *Governance for the Environment*.

Week VIIIa: MIDTERM (March 6th).

**Week VIIIb-IXa: (March 8th, 20th). Economic Drivers II. Supply Chain
Management.**

Global Finance 23 (10): 16-19.

Supply Chain Management

Review 59-60.

Supply Chain Management Review Oct. S61-

66.

Supply Chain Management Review

Week IXb-Xa: (Mar. 22nd and 24th). Economic Drivers III. Labor and Transparency Issues

Review 33-34.

MIT Sloan

Management Review 46-51.

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MIT Sloan

Organizations, and Society 33: 303-327.

Accounting,

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attention to pgs. 32-43).

Week Xb and XIa: Greenwashing. (Mar. 27th).

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Case: Fiji Water and Corporate Social Responsibility, Ivey Case 909A08-

Week XII: Trade. (Apr. 3rd and 5th).

D
Perspectives 15: 113-130.

- *Journal of Economic*

Jadish Bhagwati. 2004. *In Defense of Globalization*. Ch. 1

Scientific American 269 (5): 24-29.

Jennifer Clapp and Peter Dauvergne. 2005. *Paths to a Greener World*. Ch. 5.

Foreign Affairs 80: 147-156.

Shrimp-Sea Turtle and Tuna-Dolphin Cases.
www.wto.org/english/tratop_e/envir_e/edis00_e.htm

NO CLASS APRIL 12th

Week XIII: The 800 lb. Gorilla: Climate Change. (Apr. 17th and 19th)

Climate Change: Executive

Andrew J. Hoffman and John G. Woody. 2008.

Strategy. Harvard Business Press BT/F1 12 Tf 90.024 612.26(rv)0048005600560003 JETBHx

Week XIV: Conclusions and the Future of Green Markets. (Apr. 24th, 26th)

Review, pp. 51-58, 73-87.

Harvard Business

Andrew Winston, *Green Recovery*, Ch. 1.

Orsato, Chs. 7-8.

MIT Sloan Management Review 76-83.

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