

PSC247
Professor Lawrence Rothenberg

Green Markets
Spring 2017

Purpose: This course introduces you to the opportunities, constraints, and pitfalls that firms and industries face in confronting environmental considerations. We will look at different “drivers” of green markets, with a special emphasis at the end of the course on the risks and rewards associated with global warming.

Grading: Grades are based on two in-class exams (the latter is cumulative for the entire semester’s work) and a final project (1/3 of the grade for each).

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.

Readings: Do not let the number of readings scare you—most are very short and accessible. Most readings are available on-line through the library via Blackboard. 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. 2009.

Week I: Introduction (Jan. 19th)

Wel:

Week III: The “Porter Hypothesis” and Shared Value (Jan. 31st, Feb. 2nd)

Michael E. Porter and Class van der Linde. 1995. “Toward a New Conception of the Environment-Competitiveness Relationship,” 9(4): 97-118.

Runar Brännlund and Tommy Lundgren. 2009. “Environmental Policy without Costs? A Review of the Porter Hypothesis,” 3 (1): 75-117.

Michael E. Porter and Mark R. Kramer. 2011. “Creating Shared Value,” 89(1/2): 62-77.

Stefan Ambec, Mark A. Cohen, Stewart Elgie and Paul Lanoie. 2013. “The Porter Hypothesis at 20: Can Environmental Regulation Enhance Innovation and Competitiveness?,” 7(1): 2-22.

Andrew Crane, Guido Palazzo, Laura J. Spence, and Dirk Matten. 2014. “Contesting the Value of “Creating Shared Value,” 56(2): 130-153.

Mark R. Kramer and Marc W. Pfitzer. 2016. “The Ecosystem of Shared Value,” 94(10): 80-89.

Week IV: Social Drivers Ia—Citizen and Non-Citizen Demand (Feb. 7th, 9th)

. 2008.

Sheila Bonini and Jeremy Oppenheim. 2008. “Culti

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

Geoffrey Heal. 2008.
. Ch. 4.

Mark P. Sharfman and Chitru S. Fernando. 2008. “Environmental Risk Management
and the Cost of Capital,” 29(6): 569-592.

John Elkington and Seb Beloe. 2010. “The Twenty-First Century NGO,” in

“Six Critical Conversations about Business and the Environment,”
pp. 59-72.

Chang Hoon Oh, Jae-Heum Park, and Pervez N. Ghauri. 2013. “Doing Right, Investing
Right: Investing and Shareholder Activism in the Financial Sector,”
56(6): 703-714.

Sonam Gupta and Robert Innes. 2014. “Private Politics and Environmental
Management,” 68(2): 319-339.

Gregory Unruh, et al. 2016. “Investing for a Sustainable Future,” MIT Sloan Research
Report.

Case: Starbucks and Conservation International. Harvard Business School Case 303055-
PDF-ENG.

Week VI: Political Drivers—Regulation and Beyond (Feb. 21st, 28th; no class Feb. 23rd)

Winston Harrington,

Week IX: (Ma

Week XIII: Conclusions and the Future of Green Markets. (Apr. 25th, 27th)

“Six Critical Conversations about Business and the Environment,”
pp. 51-58, 73-87.

Andrew Winston, Ch. 1.

Orsato, Chs. 7-8.

John Elkington and Charmian Love. 2012. “Tomorrow’s C-Suite Agenda,” in

Stuart L. Hart. 2012. “The Third-Generation Corporation,” in

David Kiron, et al. 2013. “Sustainability’s Next Frontier,” MIT Sloan Management Review/Boston Consulting.

Andrew Winston. 2016. “Sustainable Business Will Move Ahead With or Without Trump’s Support.” Harvard Business Review blog.

Exam II. (May 2nd)