

Ben Gurion University, The School of Business Management

Spring Semester 2013

Course Title: Sustainable Management

Dr. Avshalom M. Adam

The course is given in English

This course introduces theory and practice of sustainable development and energy management: both are explored as they related to business, government, non-profits, local citizens and the global village.

The course discusses the methodology of the “Triple Bottom Line” (TBL)—the delivery of economic, social, and environmental performance—and instructs students to apply models, tools, best practices and frameworks to incorporate social and environmental aspects into daily practice.

Course design enables future business women and men to provide guidance, leadership and support to organizations in the development and successful execution of initiatives in sustainable development and energy management. The course will include lectures, case studies, guest speakers and community-based projects to illustrate issues, challenges and opportunities related to sustainable development and energy management.

No prerequisites are required.

3 credits.

Target Students: Under Graduate and Graduate across the Business School

Course Instructor: Dr. Avshalom M. Adam ©

Since this is a multi-disciplinary course further list of reading will be given at the beginning of the course and in its duration.

Requirements:

Full attendance and participation.

Assignments: a brief mid-term essay 15%, class assignments 20%, a team presentation 20%, and a final exam 45%.

List of required readings may be adjusted, changed or updated during the course.

week	essentials	readings and assignments
1	Course overview, goals and requirements; course structure. The need for management sustainability. Managerial dilemmas and free choices, the fat-man dilemma: decision mechanisms structure within external and internal constrains	Savitz, Introduction and Chapter 1.
2	Stakeholder theory and methodology and analysis	Weiss, Chapter 2
3	Sustainable management: Theory and practice -the case of Exxon Valdez?	Weiss, Chapter 5
4	The role of the firm.	Friedman, 1970; Freeman, 2007.
5	Environmental Values: choice between good and bad; Environmental ethics: choice between right and wrong	Bunge, chapters 1-3
6	A workshop and analysis of value chain management	Savitz, Chapter 4 Further readings TBA
7	The role of humans in climate change: Conflicting theories	Savitz, chapter 6 Further readings TBA
8	Intended and unintended consequences of green technologies	Zehner, 2011 Further readings TBA
9	Sustainable management local and global regulations	Roseland, Chapters: 1-4
10	Risk management and sustainability: Regulation and	Savitz, Chapters 5, 11

	Law	Further readings TBA
11	Environmental Programs strengths and weaknesses	Roseland, chapters 5-7
12	Students presentations	Porter and Kramer, 2011
13	Students presentations	Porter and Kramer, 2011

Readings

Mario Bunge, 1989. *Treatise on Basic Philosophy, Vol 8, Ethics: The Good and the Right*, Dordrecht: D. Reidel Publishing Company.

Edward Freeman, January 2007. *Managing for Stakeholders* Available at SSRN: <http://ssrn.com/abstract=1186402> or <http://dx.doi.org/10.2139/ssrn.1186402>

Milton Friedman, 1970. *The Social Responsibility of Business Is to Increase its Profits*. New York Times. New York: 122-126.

Porter E. M. & Kramer M. R. (2011). "Creating Shared Value". *Harvard Business Review*. 62-78

Mark Roseland. 2005. *Toward Sustainable Communities: Resources for Citizens and Their Governments*. NY: New Society Publishers.

Andrew W. Savitz. 2006. *The Triple Bottom Line*. San Francisco: Jossey-Bass A Willy Imprint.

Joseph W. Weiss, 2003. *Business Ethics*, Canada: Thompson.

Ozzie Zehner, 2011. "Unintended Consequences." In *Green Technology*, edited by Paul Robbins, Dustin Mulvaney and J. Geoffrey Golson, 427-32. London: Sage.