

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Strategic Planning for Sustainable Organizations

COURSE NUMBER: MBA 7805

COURSE DESCRIPTION:

Strategic Planning for Sustainable Organizations provides students an insight into how organizational leadership develops vision, mission, objectives, goals, and communication plans to create a business culture embracing sustainability. Students are provided an understanding of strategic planning techniques integrating sustainability and contribute to higher quality, and competitive advantage. Students will be introduced to concepts relating to costing, operational and capital improvement decision-making, risk assessment, cost / benefit and profitability analysis, supply chain, other external value relationships, avoidance of liability, and other legal implications, to show the overall value of a business strategic plan that includes sustainability.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

or the social, environmental, and financial performance of organizations . in increasing organizational performance and profitability. Students will explore the conceptual

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- B-1. Develop a working knowledge of how to organize for sustainability through organizational planning, information flow and interrelationships with supply chain partners.
- B-2. Examine principles for standards and codes of conduct, government regulatory environments, accountability measures, and transparency.
- B-3. Interpret the role of professional associations and industry benchmarks in developing both short- and long-term cost / benefit outcomes.

GOAL C:

Students will learn the specific techniques and resulting outcomes for improving sustainability within the organization.

Learning Objectives: The student will:

- C-1. Explain the principles and interrelationships of costing, risk assessment, and capital investment decision-making in relation to profitability.
- C-2. Assess internal and external influences on costs and benefits.
- C-3. Apply performance measures, evaluations and reward systems to achieve stewardship goals for the organization.
- C-4. Assess, measure, and mitigate social, environmental and political risks to improve profitability.

GOAL D:

Students will learn how corporations have integrated sustainability principles into their operational, supply chain and capital decision-making.

Learning Objectives: The student will:

- D-1. Review case studies of large and small businesses which have integrated sustainability principles with varying success.
- D-2. Prepare a hypothetical case review which integrates sustainability principles and describes potential outcomes of such efforts.
- D-3. Calculate the financial and non-financial costs and benefits of sustainability principles.
- D-4. Prepare written and oral descriptions of the case review.