

Syllabus for
BUS 450-02 – Special Topics in Business – Global Sustainable Business
3 Credit Hours
Spring 2016

I. COURSE DESCRIPTION

There are four billion people that live in poverty in developing countries. Unfortunately, this demographic of people has not broadly reaped the benefits of global capitalism. There is therefore a need for a more sustainable form of capitalism that positively impacts this large demographic.

Corporations, on the other hand, often face strong competition and saturated markets in developed countries and are looking for opportunities to grow globally. Whereas firms have traditionally targeted wealthy consumers in established markets or the emerging middle class in developing countries, many companies are beginning to acknowledge the untapped market potential of billions of poor consumers in emerging markets. However, serving these markets requires a more sustainable approach to global business that creates value for stakeholders beyond the traditional shareholders of the firm.

In addition, business is increasingly being viewed as a viable approach to alleviating poverty, and many non-profit organizations are launching market-oriented ventures that provide solutions to poverty. These business strategies offer a more sustainable form of capitalism that benefits the poor, and the imperative for any organization (for-profit or non-profit) launching these business strategies is mutual value creation – the simultaneous pursuit of profits and poverty alleviation.

Thus, the class examines how organizations can sustainably earn profits while alleviating poverty by targeting emerging markets in developing countries. The class studies new venture start-up, business model development, strategy formulation, marketing, management, financing and assessment of sustainable business strategies targeting emerging markets.

II. COURSE GOALS

- A. Sustainable Global Business exposes students to global business strategies that simultaneously generate profits and alleviate poverty. Here, they receive information on how to create, manage, market, finance and assess impact of sustainable business strategies in emerging markets.

The major aspects of sustainable business development are reviewed and discussed. Also included is how we can be strong in our Christian faith and perform excellently in the many roles each person faces in the context of targeting emerging markets.

- B. Consistent with the University's purpose this course seeks to do the following:

1. Contribute to the education of the whole person.
2. Encourage the synthesis and integration of the common bond of knowledge provided by the University into a unified whole.
3. Sharpen the student's communication, computation and critical analysis skills.
4. Demonstrate that knowledge and experience are related not separate.
5. Advocate the examination of this field of knowledge in the context of its influence and being influenced by others.
6. Provide a deeper understanding of the relationship between globalization, business, sustainability and poverty.
7. Demonstrate integration of faith, business and helping the poor.

- C. The course readies students for an active role in the general areas of international business, strategy, entrepreneurship, management and marketing.

The course focuses on the aspects of sustainable global business that includes new venture start-up, business model development, marketing, managing and financing. Additionally, the course provides students a much broader base of specialized knowledge in order to become an effective member of the global business society.

As in all business courses this program's purpose is to develop an integrated person—spiritually alive, intellectually alert, and physically disciplined.

- D. In line with the departmental objectives, this course readies students in five areas.
1. Critical thinking skills (reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline).
 2. Communication abilities (written, oral, and nonverbal communication; group process, information technology, and/or media production)
 3. Comprehensive, foundational knowledge for the major's professional standards.
 4. Broad interpretation of the dynamics of business within the social and professional context.
 5. Internalization of Christian business ethics and professionalism.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course the student will be able to do the following:

- A. Develop sustainable global business strategies for corporations targeting emerging markets.
- B. Develop sustainable global business strategies for non-profit organizations targeting emerging markets.
- C. Create a sustainable business model for new ventures to simultaneously generate profits and alleviate poverty.
- D. Demonstrate leadership, creativity and imagination to make strategic recommendations to organizations implementing sustainable global business strategies.
- E. Identify the organizational resources and capabilities necessary for implementing and executing sustainable global business strategies.
- F. Conduct case analyses of current ventures in a variety of industries and competitive situations in order to evaluate and enhance sustainable business strategies in a global market environment.
- G. Complete assessment of outcomes regarding an organization's sustainable business strategy.
- H. Use exemplary ethical principles, sound personal and company values and socially responsible management practices in order to implement sustainable global business strategies.
- I. Integrate experiences involving international business, strategy, marketing, management and finance by working on team projects to solve global issues regarding sustainability and business.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Books

Banerjee, A & Duflo, E 2011, *Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty*, New York, N.Y.: PublicAffairs.

London, T, & Hart, S 2011, *Next Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value*, Upper Saddle River, N.J.: FT Press.

Polak, P & Warwick, M 2013, *The Business Solution to Poverty: Designing Products and Services for Three Billion New Customers*, San Francisco, C.A.: Berrett-Koehler Publishers, Inc.

Prahalad, CK 2010, *The Fortune At The Bottom of The Pyramid: Eradicating Poverty through Profits*, 2nd ed., Upper Saddle River, N.J.: Wharton School Publishing.

2. Cases

Links to cases are provided on D2L.

B. Optional:

De Soto, H 2000, *The Mystery of Capital: Why Capitalism Triumphs In The West And Fails Everywhere Else*, New York: Basic Books.

Hart, S 2005, *Capitalism at the Crossroads*, Philadelphia, PA: Wharton School Publishing.

Kandachar, P, & Halme, M (eds.) 2008, *Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor*, Sheffield, UK: Greenfield Publishing.

Links to articles are provided on D2L.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet group assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

	Points
a. Exams – Project Presentations	
1. Midterm	100
2. Final	100
Sub-total	200
b. Case Analysis & Discussion	
1. Written Analysis	100
2. Case Presentations	200
Sub-total	300
Professional Development Program	10
Grand Total	500

2. Course Assignments and Activities

- a. Textbook Study
 - (1) Students are expected to prepare for class by previewing text material and completing assignments based on the material.
 - (2) The preview process includes paging through the chapter, reading and thinking about section headings, and considering useful applications of the material
- b. Academic Honesty

Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by

submitting the work for electronic verification or by other means.

3. Attendance Policy

- a. For every absence after 3, 10 percentage points will be deducted from the total grade earned during the semester.
- b. Tardiness is not acceptable. Classes start on time. One (1) point will be deducted for each tardy after two (2). Being tardy is offensive to the professor and disruptive to the class. Tardy is defined as not being present to respond to roll call.
- c. Medical or Administratively Excused Absences
 - (1) A written medical or administrative excuse must be presented to the instructor within one week of the return of class to receive attendance credit for the classes missed.
 - (2) Written excuses submitted late will count as a tardy for those classes. No credit will be given for written excuses submitted more than two weeks after the return to class.
 - (3) Assignments or quizzes missed during an excused absence will reduce the base used to calculate the student's course grade.
 - (4) Exams missed during an excused absence must be made up within one week of the return to class to avoid penalty. It is the student's responsibility to schedule the make-up exam with the professor or his assistant.
 - (5) Additional time to complete exams may be granted upon written request of the professor.

4. Whole Person Assessment Requirements:

There are currently no Whole Person Assessment requirements for this class.

5. Other information:

Professor's contact - Kevin Schneider
Office: Graduate Center 3F08
Telephone: 918-495-6563
E-Mail: kschneider@oru.edu

VI. COURSE CALENDAR

Week	Topic/Assignments	Read
1	Demographic trends in emerging markets	Prahalad/ Karnani
2	A sustainable approach to global business in emerging markets	London & Hart
3	Mutual Value Creation D.light – Case #1	Case #1
4	Sustainable Business or Corporate Philanthropy P&G Pur – Case #2	Case #2
5	New Venture Creation	BoP Protocol
6	Business Model Development CEMEX Patrimonio Hoy – Case #3	Case #3
7	Resources & Capabilities for Global Sustainable Businesses	Native Capability
8	Human Centered Design	IDEO Framework
9	Midterm Examination	-
10	Fall Break	-
11	Marketing in emerging markets Smart Communications Inc. – Case #3	Case #3
12	Distribution in emerging Markets Honey Care Africa – Case #4	Case #4
13	Financing ventures in emerging markets Movirtu's Cloud Phone Service – Case #5	Case #5
14	Reaching Scale Hindustan Lever – Case #6	Case #6
15	The Case for Sustainability The Mountain Institute – Case #7	Case #7
16	Impact Assessment	BoP I-A Framework
17	Presentations	-
18	Final Examination	-

Course Inventory for ORU's Student Learning Outcomes

Global Sustainable Business BUS 450-02 Spring 2016

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit	x			
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving	x			
2C	Global and historical perspectives	x			
2D	Aesthetic appreciation			x	
2E	Intellectual creativity	x			
2F	Information literacy	x			
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	x			
4B	Interpersonal skills	x			
4C	Appreciation of cultural and linguistic differences	x			
4D	Responsible citizenship		x		
4E	Leadership capacity	x			