

Syllabus for
BUS 450-02-GBUS 599– Special Topics in Business
Global Sustainable Business Strategies
3 Credit Hours
Spring 2017

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

Cases: link to Harvard coursepack is provided on D2L.

B. Suggested Supplemental Reading

Article citations are provided on D2L.

C. Optional Books

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

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.

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.

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	200
Sub-total	300
b. Case Analysis & Discussion	
1. Written Analysis	150
2. Case Presentations	150
Sub-total	300
c. Class Participation	50
Professional Development Program	10
Grand Total	650

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. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from the job without penalty. Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.
 - b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

*Based on a 15 week semester and the number of days per week the class meets.
 - c. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
 - d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.
4. Tardies
 - a. Tardy is defined as missing *any* portion of class.
 - b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
 - c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
 - d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.
5. Whole Person Assessment Requirements:

There are currently no Whole Person Assessment requirements for this class.
6. 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	Introduction to Global Sustainable Business Strategies	
2	Inclusive Capitalism & the BoP Opportunity: A Sustainable Approach to Global Business in Emerging Markets	D2L Week 2 Articles
3	Sustainable Business or Corporate Philanthropy Procter & Gamble PUR Purifier of Water™ (A): Developing the Product and Taking it to Market	Case #1
4	Sustainable Business or Corporate Philanthropy Procter & Gamble PUR Purifier of Water™ (B): A Second Chance	Case #2
5	Introduction of Midterm/Final Projects +Acumen & IDEO.org: Human Centered Design	
6	Business Model Development Constructing a Base-of-the-Pyramid Business in a Multinational Corporation: CEMEX's Patrimonio Hoy Looks to Grow	Articles / Case #3
7	Innovation in BoP markets GE Healthcare: Innovating for Emerging Markets	Articles / Case #4
8	Building a Sustainable Social Business from the Ground Up d.light Design: Marketing in Emerging Markets	Articles / Case #5
9	Presentations	
10	Midterm Examination Presentation of Clients & HCD Design Challenge	
11	Spring Break	
12	Impact Investing / Financing BoP Ventures in Emerging Markets Acumen Fund: How to Make the Greatest Impact	Articles / Case #6
13	Impact Assessment Honey Care's Beekeeping Model: Building a Scalable Business with Small-Holder Farmers in Kenya	Articles / Case #7
14	The Case for Sustainability The Mountain Institute	Articles / Case #8
15	Reaching Scale VisionSpring: A Lens for Growth at the Base of the Pyramid	Articles / Case #9
16	Presentations	
17	Final Examination	-

Course Inventory for ORU's Student Learning Outcomes

Global Sustainable Business Strategies BUS 450-02 Spring 2017

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			