

University of California at Santa Barbara

Donald Bren School of Environmental Science and Management

ESM 210: Business and the Environment

Spring 2018

M,W: 8:00-9:15

Bren 1414

Instructor: Professor Matthew Potoski (3430 Bren Hall)
Office hours: W 11:00-12:30 and by appointment.
Email: mpotoski@bren.ucsb.edu,

Teaching Assistant: Patrick Hunnicutt
Office hours: M 11:00-12:30. Bren 3011
Email: patrickhunnicuttt@umail.ucsb.edu

Course Overview and Objectives: Companies are major producers and deliverers of goods and services in our economy today. They are the largest employers; largest sources of research and development in applied knowledge; and largest outlets for investment. And of course, they play a central role environmental and natural resource issues. As Masters of Environmental Science and Management Bren graduates will work within, work with, or regulate firms as employees, as members of NGOs and other groups, and as government officials. With firms so central to solving environmental problems, it is important to understand them and their position in the environment. The topics in the course include

1. Introduction to budgeting and finance
2. Business strategy
3. Environmental strategy and marketing environmental products
4. Non market strategy
5. Project management

The lectures will cover concepts and the discussion sessions will go over problems and readings that illustrate key concepts. By taking the course, students will better understand the factors affecting firm responses to the environment and resource problems, how to work with firms as a leaders to explore strategies for providing environmental and resource benefits while at the same time being responsive to key constituencies and constraints facing the organization.

Announcements. From time to time I will need to send an email to everyone in class. Announcements and course materials are available through Gaucho Space.

Assignments. Students will be organized into teams to work on environmental and natural resource problems and be ready to turn in and present their findings in the discussion classes. **All assignments are due on the date shown on Gauchospace and must be posted on the Gauchospace course webpage.**

<u>Assignment</u>	<u>Percent</u>	<u>Type</u>
Toronto Sun	5	Group
Tree Values	5	Group

Goat Budget	5	Individual
NatureView Finance and Strategy	20	Group
Green Product Analysis	15	Individual
Participation	15	Individual
Final Exam	35	Individual

Readings and Schedule. Course readings will be available either through required materials, reserve reading, or via downloads.

Harvard Business School course pack (purchase link via Gauchospace)

Other readings posted on Gauchospace.

Date	Topic	Readings (* in Harvard coursepack)
April 2, 2018	Introductions	210 Memo writing advice, Weeks -The Best Memo, Swift, Writing A Business Memo.
	Discussion	Scenarios and Questions
April 4, 2018	Project Management	HBR Guide to Project Management* Chapters: 1-4, 6-9, 11-16, 19-21
April 9, 2018	Project Management	HBR Guide to Project Management*
	Discussion	Toronto Sun&
April 11, 2018	Finance Basic	HBS NPV and Capital Budgeting*
April 16, 2018	Finance Trees	Tree Value*
	Discussion	Trees finance
April 18, 2018	TBA	
April 23, 2018	Budgets	HBS Preparing a Budget*
	Discussion	Goats
April 25, 2018	Business Strategy	HBS Introduction to Business Strategy*
April 30, 2018	Competitive advantage	HBS Ccompetitive advantage*
	Discussion	NatureView
		NatureView*

May 2, 2018	How to read a financial statement	Financial Statements
May 7, 2018	Market segmentation	HBS Core on Market Segmentation and Targeting*
Discussion	Game	
May 9, 2018	Environmental Strategy	Environmental Strategy
May 14, 2018	Green Products	Green Products
Discussion	Prius	Toyota Prius*
May 16, 2018	Certifications, Brands	Brands and Branding*
May 21, 2018	Core Competence	Pralahad
Discussion	Walmart	Walmart
May 23, 2018	Teams	Leading Teams*
May 28, 2018	NO CLASS	
Discussion		
May 30, 2018	LCA/Roland Geyer	Alliances
June 4, 2018	Partnerships and Alliances	Alliances
Discussion	Timberland	Timberland*
June 6, 2018	Wrap up	

Policies

Each student will be given a name card to display during class and discussion sections. Students must bring their name card to each class and discussion.

Each student is responsible for his or her own work within the team. Any form of cheating or plagiarism will not be tolerated in this class. Refer to the Student Handbook for guidelines on cheating and plagiarism. These rules will be observed and enforced in this course. Cheating or plagiarism on any paper, assignment, quiz or exam will result in a score of zero.

If you must miss a due date for an assignment or exam, I will consider your excuse. Your case will be helped if you have supporting evidence (i.e., doctor's notice). If you will miss an exam, you need to let me as soon as you can. If I am not in my office, you can email, call, or you can

leave a note for me in my Bren mailbox. If due to some extreme emergency you cannot let me know in advance that you will miss a test or deadline, I will consider your excuse. If I find your excuse suitable, I will make arrangements for an extension. Do not assume that I will automatically grant extensions.

If you think an assignment has been misgraded, you can request that I re-grade it. Students requesting a re-grade must submit to me a one paragraph typed explanation of why a different grade is justified. Students seeking a re-grade should wait at least one day, but not more than a week, after receiving their grade before submitting their explanation to me. If I find that I have made a mistake, I will make the appropriate changes to your grade. There are no opportunities for extra credit in this class. I will not grant any incompletes. Students must pass all tests and assignments in order to pass the class.

All course materials (including class lectures and discussions, handouts, examinations, web materials) and the intellectual content of the course itself are protected by United States Federal Copyright Law, the California Civil Code. The UC Policy 102.23 expressly prohibits students (and all other persons) from recording lectures or discussions and from distributing or selling lectures notes and all other course materials without the prior written permission of the instructor (See <http://policy.ucop.edu/doc/2710530/PACAOS-100>). Students are permitted to make notes solely for their own private educational use. Exceptions to accommodate students with disabilities may be granted with appropriate documentation. To be clear, in this class students are forbidden from completing study guides and selling them to any person or organization.