

# Winter 2017 ESM 281 – Corporate Environmental Management (aka CSR 101)

**Instructor:** Mark Heintz  
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**Meets:** Monday - Wed 2:30 - 3:45 pm

**Dates:** Week 3 (Jan 23) and week 5 (Feb 6) will meet once during the week on Monday 2:30 to 5:00

**Office Hours:** available upon request after class

**Course Description:** This class will give students an overview of what it is like to work in a corporation doing CSR work. Through discussion of social, environmental and community issues that a corporation faces, students will see how decisions are made, how companies weigh priorities and invest resources. The class will also discuss the skills and attributes needed for success in the corporate work environment as well as long term trends in the CSR field.

## Course Objective:

- Expose students to a "Day in the life" of CSR Manager, what it is like to work in a corporate culture, how business operates, decisions are made, resources allocated, etc.
- Help students learn how to develop CSR strategy using CSR framework; prioritize issues and communicate in a business context
- Identify and develop the soft skills (relationship building and communications) necessary to be an effective CSR Manager
- Improve students' ability to get those coveted CSR jobs; discuss how to best market oneself in the corporate job market - through better resumes, cover letters, etc.

## Books:

1. Changing Business from the Inside Out – Tim Mohin – ( **Treehugger** book)
2. The Evolution of a Corporate Idealist – Christine Bader (**Idealist** book)

**Structure:** All course material and assignments will be posted on Gauchospace

**Grading:** Homework Assignments – 33%; Participation – 33%; Final Project – 33%



## **ESM 281 Group Project**

In teams of 3, please select a collective “CSR Dream Job” (position title, department, company). The assignment is to develop a 3-5 year CSR strategic plan. CSR Plan should include: Vision, Mission, (Why?), Materiality Assessment, CSR Framework, 3-5 year plan, and supporting CSR initiatives that align with your pillars to help you achieve your vision/plan. Group will present to class at end of quarter; target max 15-20 slides.