

ESM 296-5F: Advanced Topics in Environmental Management: Corporate Environmental Management [2 units]

Instructor of Record: Matthew Potoski

Email: mpotoski@bren.ucsb.edu

Description:

This course introduces students to practical applications of corporate environmental management through 3-hour sessions, each taught by a practicing sustainability executive. For each session, students will be presented an environmental problem that the visiting speaker is currently working on. During the course sessions, the class will workshop the problem with the visiting speaker, looking for creative ways to help solve the problem.

The course will help to prepare students to work with and within firms by teaching students how principles of corporate environmental management are applied. The course curriculum will be supervised by Matthew Potoski. Students enrolled in the course will be required to do advance readings, as assigned, and write short memos focusing on a solution to an environmental problem. Students enrolled in the course will be assessed as satisfactory/unsatisfactory. The course will be open to other students who are not enrolled if they wish to sit in on one or more sessions.

Course schedule:

9/29: 12:00-1:00. Introduction and orientation

10/6, 1:00-4:00. Joe Bialowitz, National Environmental Program Leader, Kaiser Permanente

10/27, 1:00-4:00. Bill Flanagan, Director, Ecoassessment Center of Excellence, GE

11/3, 1:00-4:00. Dimitri Shannin, Senior Manager for Corporate Sustainability Operations, Raytheon

11/17, 1:00-4:00. Roberto Piccioni. Chevron

12/1, 1:00-4:00. Diana Glassman, CEO Integration Strategies

12/8, 12:00-1:00. Wrap up

Readings:

Readings will be posted on GauchoSpace. Students will be expected to read the papers assigned in advance of each lecture.

Response Papers:

Students will write a short memo on the topic assigned prior to class. Most of the memos will be to recommend a course of action to help our visitor solve an environmental problem they are facing at work. You will receive questions to guide your response papers after each seminar. Use these questions to write up to spaced pages consisting of a thoughtful response to

the topics presented in the seminar and papers. The response papers should NOT just summarize the information you heard. Rather, your response should explore potential applications, conflicts, uncertainties or innovations drawn from the ideas presented in seminar and the papers. Additional research is not needed to develop response papers. You should draw information from the seminar, assigned papers and your own knowledge and experience.

Class Participation:

This course requires active student participation. You are expected to energetically and thoughtfully contribute to class discussions. While you should attend all five seminars, you may request an excused absence for up to one seminar for a legitimate reason, such as illness or family emergency. You must contact the instructor of record, Matt Potoski, to request an excused absence in advance of the seminar.