Add one more unit to your Fall schedule, and one valuable skill to your life.

POWER & PURPOSE

UGBA 194 is a weekly lecture-discussion course about the dynamics of POWER and PURPOSE in business and politics.

It focuses on battles between corporations and stakeholders over social responsibility and the environment.

It explores political outrage that divides the left and right – from Bernie Sanders progressives to Ted Cruz conservatives – and the role powerful interest groups play in leveraging it.

The purpose of the class is to help students maximize their own POWER to advance a genuinely important PURPOSE they care about.

Go into politics, and you may spend your life trying to get elected.  
Go into business, and you may spend your life trying to get rich.

Learn to acquire power to advance a purpose, and you will accomplish more, whether or not you pursue formal power – political, financial, or otherwise.

If you are a serious student with a desire to leave a positive mark on the world – and want to learn the dynamics of power and purpose, then consider

UGBA 194 – 1 unit; Tuesday, 4:00pm-5:00pm; Room C135

About the Instructor:
Bill Shireman has over 20 years of experience developing and implementing programs that align the interests of major corporations and their stakeholders. As President and CEO of the Future 500, he helps the world’s largest companies and most impassioned activists – from Coca-Cola, General Motors, Nike, The Walt Disney Company and Weyerhaeuser, to Greenpeace, Rainforest Action Network and the Sierra Club – work together to improve the profits and performance of business. While CEO of the largest state recycling lobby in the U.S., he wrote California’s bottle bill recycling law, shown by EPA and academic studies to be the world’s most cost-effective. In 2002, with former Mitsubishi CEO Tachi Kiuchi, he wrote the popular book, What We Learned In The Rainforest – Business Lessons from Nature, featured in the Harvard Business Review, which shows how companies can become as innovative as the rainforest, leveraging feedback from key stakeholders to become more profitable and sustainable.

For questions about this course, please contact Bill Shireman at bshireman@future500.org