Business and Sustainability: Strategies and Tools

UGBA192T - Spring 2013. Wed 8:00-10:00 am

Omar Romero-Hernandez

This UG course is for those interested in moving from the awareness stage of sustainability issues into the decision making and implementation processes. It is about learning how to drive sustainability across business.

You will learn to identify opportunities to create business value from environmental and social issues and understand the implications related to the successful execution and operation of business initiatives. You will develop a repertoire of analysis and implementation tools that compliment your core business skills and equip you with a new way of framing and solving problems.

Example of topics: Business Strategy and Sustainability, Corporate Carbon Footprint, Sustainable Value Chain, Financial and Environmental Reporting, Sustainable Product Innovation. This class includes several business case studies, hands-on activities and software tools.

Prof. Omar Romero-Hernandez is a Chemical Engineer with graduate studies in Economic Policy and Government and a PhD in Process Economics and Environmental Impact from Imperial College, London, UK. Omar has worked for a diverse range of public and private organizations such as Procter & Gamble, PEMEX (Oil & Gas), Accenture, and the Ministry for the Environment and Natural Resources. National Researcher, author of three books and several international publications on business and sustainable development. He has led various internationally awarded projects. Prof. Romero-Hernandez was the recipient of the 2010 Franz Edelman Award, the world’s most prestigious award on Operations Research and Management Science.

Look forward to seeing you at class! Please refer your questions to: oromero@haas.berkeley.edu