Women in Business (UGBA 192T-1)

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“Women represent the largest market opportunity in the world.”
- Harvard Business Review.

“Women are not the problem, they’re the solution.”
- Nicholas Kristof and Sheryl WuDunn

“Women hold up half the sky”
- Chinese proverb

Course Description:

This course focuses on business opportunities and solutions that women represent and on how business can continue to be a force for positive change while creating both ROI for the firm and for society. Directed towards both men and women, it addresses business opportunities and solutions through the development of women as customers, employees, suppliers, and leaders.

Women currently make up over 50% of the world’s population. The earning power of women globally expected to reach $18 T by 2014, >2X estimated 2014 GDP of China & India combined. Gender equity has critical business implications such as improved country GDP, increased ROI and TRS, better stock performance, higher quality decision-making, increased attraction and retention of females as customers and employees, and increased ESG performance. Females play multiple roles in today’s business world, including acting as consumers, employees, potential employees, managers, leaders, directors, investors, and investees. Women occupy the majority voice in some of these roles and the minority voice in others.

Smart companies understand that it does not make good business sense to ignore half of the population, as “women hold up half the sky.” Companies like Goldman Sachs, Nike, Coca-Cola, Wal-Mart and Gap are investing heavily in the global development of women, with a focus on both firm and societal value. Goldman Sachs has even coined the term “womenomics” to describe the increasingly high ROI of investing in women at all levels of business and the world.

This course has three sections:

1. Women in the World
   The unit of analysis in this section will be the globe. We will explore multiple data from sources such as the World Economic Forum’s Global Gender Gap Index,
which links gender equity and a country’s GDP; Goldman Sachs’ theory of Womenomics, again linking the economic health of a country to the health of its women; and Calvert’s Women’s Empowerment Principles for global investing.

2. **Women in Business**

The unit of analysis in this section will be the business world. We will investigate the data, trends, causes, and opportunities in the numbers of women in various roles and ranks of the corporation. Some of the gender balance of these data will be positive and some negative. Included will be Professor McElhaney’s research linking a firm’s financial, social, environmental and governance performance and women in top ranks; McKinsey’s Women Matter longitudinal study of the impact of women on business performance; big businesses’ (e.g. Coke, Goldman Sachs, Nike) deep investments in the global development of women, both inside and outside of the corporation, and the business and social implications. Included will be my new Wal-Mart Women’s Global Economic Empowerment Initiative case study.

3. **Women in Leadership**

The unit of analysis in this section will be the individual, woman or man. We will explore and develop practical skills, tools and solutions by which women and men use their authentic voices to lead more effectively. We will review emergent views such as Sheryl Sandberg’s Lean In and Anne-Marie Slaughter’s Women Can’t Have It All article in The Atlantic and develop your own tools for using authentic voice and skills in your personal business leadership.

**Professor Kellie McElhaney**

Dr. Kellie McElhaney is the John C. Whitehead Adjunct Professor and Faculty Director of the Center for Responsible Business at the Haas School of Business at the University of California, Berkeley. Her research focus is in three areas: (1) Analyzing and developing companies’ CSR strategy and its alignment with corporate strategy, business objectives, core competencies, and business value; (2) The linkage between diversity and CSR, and using CSR as a hook to re-engage women with business as employees, consumers, and investors; (3) The business value and opportunities in branding and communication. She has one book, Just Good Business The Strategic Guide to Corporate Responsibility and Brand, and multiple research pieces around corporate sustainability and women in business. Kellie consults to several Global 1000 companies including HP, Gap, eBay, McDonalds, Ernst & Young, NVIDIA, Kimberly-Clark, PG&E, Driscolls Berries, United Health Group, and Apple. She was the recipient of the Cheit Outstanding Teaching Award in 2012-13.