



## BUSINESS MODELS AND STRATEGIES FOR A BETTER WORLD

UGBA 192T - 2 UNITS

MEETS TUESDAYS 10AM-NOON

INSTRUCTOR: DAVE ROCHLIN

### About The Course

The global middle class is set to grow by 160 million people per year through 2030 from 3 to 5 Billion people. While this is a positive trend, middle class lifestyles are often equated with increased—and increasingly unsustainable—consumption. The impact can be seen in deforestation, congestion, climate change, waste, water scarcity, and many other areas. Beyond ESG and CSR, businesses need to develop innovative methods to deliver more value with less impact.

We'll explore business model design and strategies that challenge conventional thinking about the impact of business, and analyze how firms can compete and thrive while pursuing models that support the “good life” and a better world. The focus is on large-scale transformation opportunities, and how these changes impact both customer demand and competitiveness – as well as society and the environment. The course meets weekly for two hours, and will combine lecture, case discussion, project work, and a variety of guest speakers involved in sustainable and ethical business design.

#### Topics We'll Cover:

- Circular and Re-Use
- Sharing Economy
- As-a-Service
- Regenerative Models
- Sustainable Supply Chains
- Lifecycle Analysis
- Materiality
- Digital Transformation
- Labor Rights
- Net Zero

### About The Instructor

Professor Rochlin is both a faculty member and the Executive Director of the Applied Innovation and Design Program at UC Berkeley's Haas School of Business. As an instructor, he has been a regular “club six” member and a campus-wide faculty teaching fellow. He is also a consultant and social entrepreneur, focused on market-based approaches to deforestation, climate change, corporate social responsibility, and sustainable business. Haas courses include the highly rated UGBA summer abroad course in Geneva Switzerland on “Business Innovation for Sustainability, Social Responsibility and Positive Impact”, a cohort-wide EW MBA sprint course which uses the WBCSD's “good life” concept as the focal point for developing disruptive innovation, and a course on “Designing Tech for Good.”

### What Students Say

*“I can say with complete honesty that the course covered some of the most interesting and practical material I have learned throughout my time at Cal.” - Anna (Haas Undergrad)*

*“The speakers were inspiring and thought provoking.” - Fran (CNR Society and Environment major)*

Questions? Email Dave at [drochlin@haas.berkeley.edu](mailto:drochlin@haas.berkeley.edu)