



BUSINESS MODELS AND STRATEGIES FOR A BETTER WORLD

UGBA 192T - 2 UNITS

MEETS ONCE A WEEK FOR TWO HOURS

INSTRUCTOR: DAVE ROCHLIN

About The Course

By 2030, the global middle class will make up more than half of the world's total population. This is great news for humanity, but 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 and Reporting
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. Other courses he teaches include a UGBA summer abroad course in Geneva Switzerland on business Innovation for positive impact, a Big Ideas course, and an MBA course on "Designing Tech for Good."

Consistently Rated by Students as One of Haas' Best Classes.

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)

"My perspective on business has changed significantly. I am now more hopeful about the potential of business solutions to tackle environmental and social challenges" – Adi (Haas/CNR dual major)

Questions? Email Dave at drochlin@haas.berkeley.edu