

How can businesses compete and thrive, while supporting a better world?



BUSINESS MODELS AND STRATEGIES FOR A BETTER WORLD

UGBA 192T - 2 UNITS - MEETS WEDNESDAYS 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 3.2 to 5.2 Billion. 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. 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. The course meets weekly for two hours, and will combine lecture, case discussion, and a variety of guest speakers involved in sustainable and ethical business design.

What We'll Cover:

Circular and Re-Use

Sharing Economy

As-a-Service Models

Sustainable Supply Chains

Lifecycle Analysis

Materiality

Digital Transformation

Labor Rights and Social Justice

About The Instructor

Professor Rochlin is both a professional 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. He developed and teaches the highly rated UGBA summer abroad course in Geneva Switzerland on “Business Innovation for Sustainability, Social Responsibility and Positive Impact”, and a cohort-wide EWMBA sprint course which uses the WBCSD's “good life” concept as the focal point for developing disruptive innovation.

What Students Say

“Through Dave's course, I have developed super powers.” - Joher (MBA)

“I can say with complete honesty that the Geneva program 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

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