

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

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UGBA 192P - SUSTAINABLE BUSINESS CONSULTING PROJECTS (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

Discuss the field of strategic corporate social responsibility (CSR) through a series of lectures, guest speakers, and projects. The course will examine best practices used by companies to engage in socially responsible business practices. It will provide students with a flavor of the complex dilemmas one can face in business in trying to do both "good for society" and "well for shareholders." It looks at CSR from a corporation perspective, and how this supports core business objectives, core competencies, and bottom-line profits.

PREREQUISITES

None

Fall only

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

Made by Angela Lee, c/o 2019



(<https://www.fsu.edu/college/online/graduate/curriculum/graduate-students/peer-advising>)