

MBA 899 Topics in Business: Integrating Sustainability is a one-credit course (1.0 credit), scheduled and offered as a full one day live seminar with pre-work which will explore sustainability strategy adoption and implementation, the challenges and opportunities that such strategy represents, and how managers can launch a successful sustainability strategy and become more effective social change agents. We will use the Roadmap for Integrated Sustainability to understand how to integrate sustainability-related goals and strategies across the organization. The course is supported by pre-work in the form of asynchronous lectures, readings, multimedia case study, simulation, as well as how to guides for managers. The live seminar on August 27th will host a range of sustainability professionals from different industries that will discuss their current challenges and solutions in regard to integrating sustainability.

Topic	Duration	Start	End
1. Welcome and Introduction to Integrating Sustainability <ul style="list-style-type: none"> with Prof. Olga Hawn 	30 mins	9:00 am	9:30 am
2. Integrating Sustainability Across Various Functions: challenges and opportunities from the field <ul style="list-style-type: none"> with Paula Alexander, Senior Director, Sustainability, Clorox 	30 mins	9:30 am	10:00 am
3. Discussion of Burt's Bees Case and Business Models for Shared Value <ul style="list-style-type: none"> with Prof. Olga Hawn - breakouts 	75 mins	10:00 am	11:15 am
4. Break	15 mins	11:15 am	11:30 am
5. Integrating Sustainability at Burt's Bees: Leading the Industry Toward a Common Standard and New Issues <ul style="list-style-type: none"> with Matt Kopac, Sustainable Business and Innovation Manager, Burt's Bees 	60 mins	11:30 am	12:30 pm
6. Lunch Break	30 mins	12:30 pm	1:00 pm
7. Sustainability Integration from Investor Perspective <ul style="list-style-type: none"> with Meredith Bandy, Vice President of Investor Relations and Sustainability, Albemarle Corporation 	30 mins	1:00 pm	1:30 pm
8. Sustainability Goal Setting Process <ul style="list-style-type: none"> with Josh Wiener, Assistant Vice President, Global Sustainability, Metlife (tbc) 	30 mins	1:30 pm	2:00 pm
9. Lessons Learned <ul style="list-style-type: none"> with Prof. Olga Hawn – breakouts – lessons 	30 mins	2:00 pm	2:30 pm
10. Break	15 mins	2:30 pm	2:45 pm
11. Simulation Discussion <ul style="list-style-type: none"> with Prof. Olga Hawn – breakouts – lessons 	45 mins	2:45 pm	3:30 pm
12. Using Sustainable Development Goals to Integrate Sustainability <ul style="list-style-type: none"> with Arlan Peters, Head of Sustainability, Novozymes North America 	30 mins	3:30 pm	4:00 pm