Required core course:  SSM1080H Strategies for Sustainability Management

Course Description:

This course will present new theories and principles designed to address sustainability as a strategic principle of corporations and non-profit organizations. Starting from a foundation which involves exploring the fundamentals of strategic management, how to analyze organizations and strategies, and the strategies that organizations adopt and why they succeed or fail, students will learn to recognize the threats and opportunities posed by the demands for sustainability and develop strategies to remain competitive, socially and environmentally responsible, and sustainable. The course covers corporate strategy, organizational strategy, marketing strategy, strategic governance, creating value through sustainability practices, and organizational learning, innovation, and sustainability. With a series of case studies and presentations by guest speakers from organizations involved in sustainability, students will gain a unique perspective on current sustainability practices.