

Social Impact Courses at Wharton: Spring 2011

Please find below a schedule and descriptions for courses related to social impact for Spring 2011.
For draft syllabi of these courses, go to: https://webcafe.wharton.upenn.edu/eRoom/mba/wsi/0_b5ff3

Semester Long Courses (For descriptions, CTRL-click on the links below.):

- [HCMG 868 The Role of the Private Sector in Global Health \(0.5 cu\)](#)
- [LGST 810 Business Ethics and Corporate Responsibility \(1.0 cu\)](#)
- LGST 815 Environmental Management Law and Policy (1.0 cu)
- [MGMT 653 Field Application Projects for Social Impact* \(1.0 cu\)](#)
- [MGMT 780x Management of Crisis Relief Preparedness and Response \(1.0 cu\) \(tentative\)](#)
- [MGMT 783 Strategies for Economic Inclusion \(1.0 cu\)](#)
- [MGMT 810 Societal Wealth Venturing \(1.0 cu\)](#)

Q3 Only Courses (For descriptions, CTRL-click on the links below.):

- [MKTG 733 Social Impact of Marketing \(0.5 cu\)](#)
- [OPIM 762 Environmental Sustainability & Value Creation \(0.5 cu\)](#)

Q4 Only Courses (For descriptions, CTRL-click on the links below.):

- [LGST 830x Social Impact & Responsibility: Foundations \(0.5 cu\)](#)

Schedule of Courses

	Monday	Tuesday	Wednesday	Thursday
9:00-10:30				
10:30-12:00				
12:00-1:30	MGMT 810		MGMT 810	
1:30-3:00		LGST 815		LGST 815
3:00-4:30	LGST 810 OPIM 762 (Q3 only)	MKTG 733 (Q3 only) LGST 830x (Q4 only)	LGST 810 OPIM 762 (Q3 only) MGMT 783 (3-6 PM)	MKTG 733 (Q3 only) LGST 830x (Q4 only)
4:30-6:00	HCMG 868	MGMT 780x (4:30-7:30 PM)	MGMT 783 (3-6 PM)	

* MGMT 653 Field Application Projects for Social Impact will be scheduled for a weekly meeting time after the auction closes

Semester Long Courses

HCMG 868 The Role of the Private Sector in Global Health

Prof. Stephen Sammut

The purpose of this course is to describe entrepreneurial and business approaches that the private sector can implement in addressing the issues of global health, especially in developing countries. In particular:

- 1) the course will address a range of means of managing medical services and related businesses—public and private—in underserved areas for underserved populations in emerging markets and developing countries, and where appropriate, in underdeveloped parts of developed countries;
- 2) The descriptive focus will be on how these services currently are managed or otherwise handled, especially with regard to care for or control of key disease such as malaria, HIV/AIDS, tuberculosis, parasitic diseases, or other indigenous diseases that have broad debilitating and destabilizing social and economic effects;
- 3) collaborate in the discovery and creation of service models;
- 4) develop a system of benchmarks and other measures to determine effectiveness;
- 5) examination of the criteria used by international development agencies for the allocation of resources to different regions;
- 6) origination and launch of structured programs and effective organizations: the determinants and role of public and private entrepreneurship, public-private partnerships and other approaches to addressing the issues;
- 7) creation and development of specific entrepreneurial solutions to such needs as drug manufacture and availability, the management and tracking of drug distribution, health finance and insurance, cost-effective services, health systems optimization and the like.

LGST 810 Business Ethics and Corporate Responsibility

Prof. Diana Robertson

This course examines the foundations of moral reasoning and the analysis of ethical issues that arise in a wide range of contemporary business practices, both domestically and globally. This course is designed to inform and stimulate thinking on ethical issues, corporate social responsibility, and professional challenges encountered in business. The course material should help enable students to recognize and manage ethical issues and to formulate their own standards of integrity and professionalism. Ethics is not meant to be a stand-alone topic, but should be integrated into all aspects of business. The course relates to issues in organizational behavior and management, strategy, marketing, and international business. Topics covered include competitive intelligence gathering, diversity, fairness in the workplace, shareholder resolutions, social investing, bribery, corporate social responsibility and financial performance, microfinance, global health, and global poverty.

The course is designed to inform and stimulate thinking on ethical issues and professional challenges encountered in business. The material covered is intended to help prepare students to recognize and manage ethical issues as these arise, and to help students formulate their own standards of integrity and professionalism.

Overall course objectives are:

- 1) To increase awareness of the ethical dimension of business conduct
- 2) To contribute insight into the leadership and professional responsibilities of students in their future careers
- 3) To develop analytical skills for identifying and resolving ethical issues in business

4) To practice decision making about ethical issues

The course is organized into three parts. During the beginning of the semester we will address issues faced by individuals in organizations. Next, we will examine ethical and corporate responsibility issues that confront the leadership of organizations. Finally, toward the end of the semester we will look at issues of international business ethics.

MGMT 653 Field Application Projects for Social Impact

Prof. Keith Weigelt

MGMT 653 is a program designed to integrate years of advanced study by Wharton MBA students, as they apply what they have learned to the problems of organizations in the community. Student teams devote a total of approximately 200 hours conducting research and analysis on a problem facing the host company. The project culminates in a detailed written analysis with action recommendations. FAPs develop students' expertise at addressing and framing unstructured problems, for which a single set of techniques or conceptual lenses will not suffice. FAPs provide students the opportunity to apply classroom knowledge in developing meaningful managerial action plans. The following FAPs scheduled for Spring 2011 are related to social impact.

- Catwalk For Kids/Fashion Week
- PhillyCarShare
- United Nations-Global Compact Survey Analysis
- Sayre Health Center
- Nancy Barry Associates

For more information, please visit: <http://fap.wharton.upenn.edu/>

MGMT 780x Management of Crisis Relief Preparedness and Response

Prof. Keith Weigelt

The recent floods in Pakistan, earthquakes in Haiti and Chile, hurricane and oil spill on the Gulf Coast, tsunami in Indonesia and wildfires in Moscow have ravaged the lives of millions of people. The frequency and magnitude of large-scale catastrophic disasters around the world is undeniably increasing.

Overview

This course is a cross-disciplinary examination of disaster response, using recent tragedies as case studies to serve the interests of a broad range of Wharton students from varying business disciplines. Selected course topics include:

- Strategies of health care organizations
- Challenges and coordination of relief organizations' supply chain and logistics
- Technology and measurement advancing disaster response efforts

Guest speakers

The course draws from the expertise of an impressive set of corporate, government, and non-profit leaders. Among the prestigious speakers who visited the class last year were the following:

- Joseph Bruno, Director, New York City Office of Emergency Management
- Captain John Kirby, Office of the Chairman of the Joint Chief of Staffs, Department of Defense
- Rodney R. Finalle, MD, Founder of The Children's Hospital of Philadelphia Alliance for International Medicine

Field study projects

Students will utilize their talents to assist organizations dedicated to mitigating the effects of disasters. Examples of past field study projects include:

- Develop a scalable marketing and social networking strategy for Team Rubicon, a new and rapidly growing non-profit providing rapid-response, all-volunteer medical relief.
- Create a strategic plan for the Children's Hospital of Philadelphia and Global Health Office assessing Haiti relief efforts to improve the emergency management model for future disaster related endeavors.

This course is part of an important, ongoing effort to create long-lasting knowledge within the Wharton community, help position Wharton as a resource and thought leader on disaster response, and most importantly, establish a framework for Wharton to contribute to future disaster response efforts.

This is an important, ongoing effort for Wharton that has been spearheaded by both students, faculty, and the administration. It is designed to allow Wharton students to create long lasting knowledge within our community, help position Wharton as a resource and thought leader on disaster preparation, response and rebuilding, and most importantly, establish a framework for Wharton to contribute to future disaster response efforts.

MGMT 783 Strategies for Economic Inclusion

Prof. Keith Weigelt

The majority of humans, estimated to exceed 4 billion people, exist on incomes less than \$3,000 per year. Over 1 billion of these poor exist on less than a \$1 per day. Many poor are denied the opportunity to engage in the global business environment. Constraints they face include those of capital, knowledge, and services.

This course is designed to attract those who are interested in the market for the poor. It will provide a managerial guide to those who may want to pursue careers in it. Each session will include a short talk and discussion with an outside expert. Each student will also be a member of a team that works with a micro-financing institution. The format will present a multi-functional view of decisions managers will face.

MGMT 810 Societal Wealth Venturing

Prof. Ian MacMillan

For this course, societal wealth venturing is defined as entrepreneurship used as a market-based catalyst to profitably confront social problems. This definition views societal wealth venturing as a distinct alternative to public sector initiatives. The basic thesis is that many social problems, if looked at through an entrepreneurial lens create opportunity for someone to launch a venture that generates profits by alleviating that social problem. This sets in motion a virtuous cycle – the entrepreneur is incented to generate more profits and in so doing, the more profits made, the more the problem is alleviated.

However, this is by no means a simple challenge. It involves deeply understanding how to prioritize a Multi-mission entity, how to analyze and engage traditional agencies, how to formulate political strategies to develop influence and social assets in target beneficiary markets, how to forge negotiating strategies for securing resources, how to capture publicity for the enterprise and generally how to minimize resource requirements. Even if it is not possible to eventually create a profit-making enterprise, the process of planning to do so can lead to a resource-lean not for profit.

Unlike a conventional course in entrepreneurship where the main focus is on the creation of a rent-generating enterprise, we will be looking at the combination of analysis of the social problem plus the potential of its rent-generating enterprise, followed by the development of a business plan. Thus, student groups will conceive of possible social wealth generating ventures and then develop a plan to seed the formation of a business to implement the social solution. Our hope is that a meaningful fraction of these plans will result in the actual launch of a societal wealth generating enterprise.

Q3 Only Courses

MKTG 733 Social Impact of Marketing

Prof. Wes Hutchinson

This course explores the ways in which the marketing actions of firms can have an impact on society (positive or negative). Of particular interest are the actions that are central to the main products and services delivered by the firm (e.g., the development of products and brands, pricing, advertising, and distribution). There is also a focus on how the consideration of social issues can be integrated into broader marketing strategies and how companies, pro-social organizations, and government agencies can develop metrics for assessing social impact.

The course proceeds in two phases. The first phase covers important background material, such as the aggregate marketing system and how it affects society, problems of incentive misalignment, different approaches to measuring social impact, and how to conduct thorough social impact analyses of specific products and the marketing actions that support them.

The second phase is a "drill down" into four problem areas: impact on the environment, impact on health and well-being (physical and mental), impact on culture (including innovation and creativity), and impact on poverty and economic development. In each area, we will identify marketing-related social issues and assess current knowledge and controversies surrounding those issues. In addition to lectures, cases, and guest speakers, students will conduct analyses of social impact and present their findings in class.

OPIM 762 Environmental Sustainability & Value Creation

Prof. Erwann Michel-Kerjan

This course approaches environmental issues and sustainable development more largely, from the standpoint of business. It emphasizes the trends in corporate practices and uses case studies to examine the interactions between the environment and the firm. Value creation focuses on new innovative services and financial products in this fast growing sphere. This course has three objectives:

- to increase your knowledge as future top decision makers on key environmental questions;
- to recognize environmental concerns as competitive opportunities;
- to teach students to think strategically and act entrepreneurially on environmental issues.

You will leave the class with a tool-kit for action. Two guest speakers will focus on private equity, clean tech, and consulting firms.

Q4 Only Courses

LGST 830x Social Impact & Responsibility: Foundations

Prof. Nien-He Hsieh

What role can business play in helping to meet societal needs both locally and globally, whether it involves protecting the environment, improving health, or eradicating poverty? Is there any responsibility on the part of business to help meet those needs? In many cases, business can help to address important societal challenges profitably. Consider the success of for-profit microfinance institutions in providing credit to individuals who otherwise would not be served by regular banks. In other cases, it seems there are limits to the potential for business enterprises and business thinking to address societal needs. In these cases, if business enterprises are to help address societal needs, their form and mission may need to be modified.

This course provides students the opportunity to engage in the critical analysis of these and other issues that lie at the foundation of social impact and responsibility as an area of study. The course is designed to help students address the question: "How should business enterprises and business thinking be engaged to improve society in areas not always associated with business?"

The course is intended primarily as a survey course with an emphasis on examining foundational questions about the area: How should this area be defined? What counts as positive social impact? How large is this area and what is its potential? At the same time, the course involves analysis of successful strategies for positive social impact and is intended to provide students an opportunity to further their thinking on ways to apply business thinking to address societal needs. Examples are drawn from a range of areas, including the environment, education, health, economic development, microfinance, human rights, and community engagement. In addition to case analyses and theoretical readings, the course involves guest lecturers from practitioners.