Breadth Courses: Environmental, Social and Governance Content

201B: Organizational Structure and Strategy
Instructor: Greta Hsu

In one of the sessions in this course, we explore the relationship between strategy and corporate responsibility. Consumers and investors, as well as a growing number of business leaders, are increasingly urging corporations to remember their obligations, not just to their employees, but to their communities and the environment. However, senior managers who want to make their organizations better corporate citizens often face significant obstacles. Initiatives that generate societal and environmental benefits are often at odds with the goal of profit maximization. In this session, we discuss these dilemmas, as well as analytical tools that have been developed to help managers think about how to successfully balance corporate responsibility and shareholder interests.

203B: Forecasting and Managerial Research Methods
Instructor: Chih-Ling Tsai

I address ethics, morals, and social responsibility on my first lecture. I emphasize that I am not only teaching business statistics, but also sharing my own values and life experience with students so that they can become conscientious and responsible managers. I keep addressing those critical issues in the rest of my lectures.

206: Decision Making and Management Science
Instructor: Rachel Chen

This class emphasizes how structured modeling techniques, probability forecasts, simulations, and computer optimization models are used in the overall process of making decisions in an uncertain environment. It has wide applications to both profit and non-profit organizations. For example, queuing models have been applied to reduce excessive waiting in a variety of service operations (e.g., hospitals, airports, banks, etc.). Optimization models are often used to maximize social welfare (e.g., network design in transportation and communication systems). Models have also been developed to decide the allocation of limited resources such as flu shots, or even kidneys to patients or transplant waiting lists.

207: Managing Information Systems for Business Value
Instructor: Luis Gimenez

The second lecture discusses “how IT creates business value” and the role of business transformation. This session uses a business case "eChoupal" involving a firm, ITC, that purchases agricultural products from farmers in India and sells refined products in the global market. The case illustrates how firms can use information technology for socially beneficial purposes while, at the same time, enhancing their business and competitive environment. In this case the firm (ITC) deploys IT for the benefit of farmers (generally unsophisticated, uneducated, and lacking good information necessary to make good farming decisions) – thereby improving the quality of ITC’s inputs, and hence ITC’s ability to sell high-value products in the global market.
There is brief coverage of the following:
   a. reverse logistics and cradle to cradle operations, (environmental)
   b. social impacts of layoffs (social and ethical)
   c. inflated inventory (ethical)
   d. facility citing (environmental, social)