

Business Policy as Responsible Leadership

A Collection of Open Educational Resources for Integrating Sustainability into the Strategy Curriculum

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August 2022

This work was supported by the Rowan Center for Responsible Leadership

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Jordan Howell, Co-Director of the Rowan Center for Responsible Leadership, comments on the integral role sustainability plays in company strategy and strategic decision-making.

1. Introduction and Overview

Provides a project overview and general strategy for integrating sustainability into the strategy curriculum.

2. Economics of Mutuality

- **Instructor Notes.** A summary of the Economics of Mutuality model.
- **Activity.** Classroom activity for introducing the Economics of Mutuality model.

3. Summative Cases Focussed on Sustainability - Instructor Notes

Discusses how to integrate summative cases with sustainability themes into the course plan. Case sources are also discussed.

4. Classroom Discussion Cases with Sustainability Themes - Instructor Notes

Identifies sources for classroom discussion cases with sustainability themes. An example of adapting a news story for use as a classroom case is provided.

5. Preparing Students for Discussion of Controversial Topics

- **Activity - Co-creation of Class Discussion Norms.** Collaborative classroom activity for developing class discussion norms.
- **Activity - Giving Voices to Values.** A follow-up activity to discussion norm creation that supports constructive classroom and professional dialogue, including speaking out on ethical issues.

Forward

The teaching materials prepared and presented here by Rick encourage a holistic view of sustainability – social, environmental, and economic – in equal measure. This is critically important because it should be clear to all instructors that sustainability is no longer a “nice to have” for a truly competitive firm. Sustainability has indeed become a key aspect of strategy, but it is a new area where frameworks for making strategic decisions are still being forged. This can make it a challenge for instructors to include sustainability-oriented topics and assignments in their courses. However, Rick’s materials make clear connections between sustainability thinking and classical business strategy calculations and decisions. As such, they can find a comfortable home in all types of business strategy and business policy courses.

These materials can also be a bridge to incorporating sustainability topics, discussions, and assignments into a range of business policy courses. *Giving Voice to Values*, for instance, has applications in all business functional areas while also addressing important concerns regarding business ethics.

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