

## Winter 2021 ESM 281 Syllabus

### Tues

### Thursday

<b>Wk 1</b> (Jan 5, 7)	<b>1.</b> Intros (M Heintz)	<b>2.</b> CSR Primer/ Team DJ report out (M Heintz)
<b>Wk 2</b> (Jan 12, 14)	<b>3.</b> Supply Chain Background (M Heintz)	<b>4.</b> Supply Chain - Julie Brown/SAC
<b>Wk 3</b> (Jan 19, 21)	<b>5.</b> Product #1 – Dawnielle Tellez/REI	<b>6.</b> Product #2 – Kitty Suidman/Sonos Product Sust.
<b>Wk 4</b> (Jan 26, 28)	<b>7.</b> NGO/Stakeholder – Mark Heintz	<b>8.</b> Supply Chain/Stakeholder – Kelsey Timmermann
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<b>Wk 5</b> (Feb 2, 4)	<b>8.</b> Diversity Panel: A. Kwasizur/N Hernandez	<b>9.</b> Elizabeth Seeger - ESG/Inv. Relations
<b>Wk 6</b> (Feb 9, 11)	<b>9.</b> Lisa Campbell/ Reporting	<b>10.</b> Christine Bader – Storytelling (proposed 11/16)
<b>Wk 7</b> (Feb 16,18)	<b>11.</b> Privacy and Social Impact	<b>12.</b> Tim Mohin/GRI – Ind. Ass.
<b>Wk 8</b> (Feb 23, 25)	<b>13.</b> Ryan - Environmental (proposed 11/16)	<b>14.</b> Bryan: Green Bldgs/Modular homes
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<b>Wk 9</b> (Mar 2, 4)	<b>15.</b> Ellen Jackowski/HP –leadership	<b>16.</b> Group Preso’s 20 min presentation 20 min Q&A)
<b>Wk 10</b> (Mar 9, 11)	<b>17/18.</b> Group Preso’s 20 min presentation 20 min Q&A)	
<b>Wk 11</b> (Mar 16, 18)	Finals – No class	

# Winter 2021 ESM 281 – Corporate Env. Management

**Instructor:** Mark Heintz  
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**E-mail:** [markheintz3@gmail.com](mailto:markheintz3@gmail.com)

**Meets:** Tues - Thurs 4:00 - 5:15 pm (All classes will take place via Zoom)

**Dates:** Jan 5 through March 11, 2021

**Office Hours:** Available upon request

**Course Description:** This class will give students an overview of what it is like to work in a corporation leading CSR/ESG/Sustainability efforts. Through discussion of social, environmental, ethical and community issues that a corporation faces, students will see what sort of CSR issues come up and how decisions are made, how companies weigh priorities and invest resources. The class will also discuss the skills and attributes needed for success in the corporate work environment as well as long term trends in the CSR field.

## Course Objective:

- Help students learn how to develop CSR strategy and discuss /assess current CSR issues and trends.
- Expose students to a "day in the life" of CSR Leader, what it is like to work in a corporate environment, corporate culture, how decisions are made, resources allocated, etc.
- Identify and develop the skills necessary to be an effective CSR Manager (i.e. Value of soft skills, succinct action-oriented writing)

## Books:

1. Changing Business from the Inside Out – Tim Mohin – (aka **Treehugger** book)
2. The Evolution of a Corporate Idealist – Christine Bader (aka **Idealist** book)
3. Where am I wearing? – Kelsey Timmerman

## Structure:

- ✓ All course material and assignments will be posted on GauchoSpace

**Grading - Homework Assignments:** 33%; **Participation:** 33%; **Final Project:** 33%