related crises are threatening economies across the planet, and business as much wealth as the bottom 3.5 billion people on earth…. These and millions of species going extinct; inequality is so bad that 8 men have and will get far worse; we are living in the sixth great extinction, with and failed states; the climate crisis has thrown millions into collapse, This three-credit intensive will help prepare students to be leaders in MMGB 6630. SUSTAINABLE BUS MASTER CLASS. (3 Credits)

This class is a special offering for students deeply interested in understanding and experiencing the promise of social innovation. In partnership with leading global organizations like the Schwab Foundation, Ashoka, and the World Economic Forum students will learn from global leaders in the field how social innovation can shape business strategy for the 21st century.

MMGB 6632. APPLIED INNOV CONSULTING. (3 Credits)
This course is a real-life consulting engagement for students with a leading Fair trade company (Fairtrasa). Its CEO, Patrick Struebi will present real-life challenges his company is facing and selected student teams will work on developing innovative solutions guided by peers and faculty. This course is a capstone for the management consulting concentration, the social innovation concentration, as well as the sustainable business minor.

MMGB 6633. LEADERSHIP IN 21ST CENTURY. (3 Credits)
The challenges of leading organizations, especially businesses, in the current era are vast. Globalization requires competitive strategies and cultural sensitivity, the worsening environmental crisis calls for sustainable practices, and increasing social problems and inequalities increase pressure for social responsibility beyond traditional profit making. Many current management paradigms have to be rethought and remodeled to deal with these challenges effectively. In this course we look at challenges to organizations on the systemic level (environmental and social pressures), the organizational level (employee commitment and stakeholder trust), and the individual level (happiness) and examine ways of dealing with them proactively.

MMGB 6710. PURPOSE-DRIVEN MARKETING. (3 Credits)
This learning-by-doing course introduces students to purpose-driven marketing: the innovative use of marketing frameworks to enhance individual and societal well-being. Participants will learn how to develop stakeholder-oriented marketing strategies (using segmentation, targeting, differentiation, positioning), adapt the 4Ps of the marketing mix (product, price, placement, promotion), and balance the triple bottom line (people, planet, profit). Class discussions and course projects will address the full spectrum of marketing activities from conducting market research to creating, delivering, and communicating new services.

MMGB 6820. MANAGERIAL STATISTICS. (3 Credits)
This class prepares future managers by exploring basic statistical methods and critical thinking to guide better decision making and judgement.

MMGB 7660. BUS STRAT FOR MODERN WORLD. (3 Credits)
Business organizations that survive and thrive in the current global environment are adaptive and anticipate global challenges including climate change, environmental risks, social inequities etc. This class will explore strategic approaches that can help future business leaders to identify approaches suitable for a modern world.

MMGB 8999. INDEPENDENT STUDY. (1 to 3 Credits)