<table>
<thead>
<tr>
<th>Assignments Preceding Sessions</th>
<th>Class Sessions</th>
<th>Orientation</th>
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| • Analysis of a company’s sustainable business practices  
  • Reading on sustainability | • Session 1:  
  ✓ Meaning of sustainability  
  ✓ Why bother  
  ✓ Potential projects  
  ✓ Local entrepreneurs each week | • Envisioning different business models to meet global challenges and associated challenges  
 • Larger context of population growth, poverty, and global sustainability  
 • Bottom-up learning through examples |
| • Secondary research for projects  
  • Unsustainable consumer behavior | • Session 2  
  ✓ Sustainable consumer behavior  
  ✓ Project presentation – General direction  
  ✓ Short case assignments each week* | • Envisioning changes in consumer behavior and associated challenges  
 • Consumer behavior and sustainability in poverty contexts*  
 • Bottom-up learning through introspection |
| • Identification of segments for project  
  • Analysis of sustainable product design | • Session 3  
  ✓ Sustainable product design  
  ✓ Market research  
  ✓ Project presentation – Identifying segments  
  ✓ In-class assignment – Life cycle analysis | • Envisioning sustainable product designs and associated challenges  
 • Examples from subsistence contexts (e.g., distributed energy)  
 • Project-based learning |
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<tr>
<th>Session 4</th>
<th>Session 5</th>
<th>Session 6</th>
<th>Session 7</th>
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<tbody>
<tr>
<td>Sustainable distribution and supply chains</td>
<td>Case discussion</td>
<td>Broadened discussion of new business models that incorporate visions for sustainability and associated challenges</td>
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<tr>
<td>Designing and communicating a sustainable value propositions</td>
<td>Guest speakers</td>
<td>Confronting challenges through a focus on core business functions and processes</td>
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<tr>
<td>Project presentation – Research and product redesign</td>
<td>Ecological extreme scenario analysis*</td>
<td>Sustainable business practices</td>
<td>Final project presentations</td>
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<tr>
<td>Envisioning sustainable supply chains, designing and communicating sustainable value propositions, and challenges</td>
<td>Analysis of role of broader vision and associated challenges in case study</td>
<td>Poverty and global sustainability</td>
<td>Incorporation of vision in business plan, finding solutions for associated challenges</td>
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<td>Role of poor producers in supply chains (e.g., Starbucks), implications for people and planet elements</td>
<td>Balancing stakeholder perspectives</td>
<td>Confronting challenges through a focus on core business functions and processes</td>
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<tr>
<td>Bottom-up learning from examples and bottom-up approach to research</td>
<td>Bottom-up learning from examples and projects</td>
<td>Balancing stakeholder perspectives</td>
<td>Learning by doing</td>
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*Scheduling subject to time constraints.