PSC 247
Green Markets: Environmental Opportunities and Pitfalls

Professor Lawrence Rothenberg
Spring 2013

Purpose
This course is designed to introduce you to the opportunities, constraints, and pitfalls that firms and industries face in confronting environmental considerations. We will look at different “drivers” of green markets, with a special emphasis at the end of the course on the risks and rewards associated with global warming.

Grading
Grades will be based on two in-class exams and a final project (1/3 of the grade for each). Make-up exams are not given—exceptions are rarely granted. Details will be given regarding the project later in the semester, but suffice to say that it will be 10–15 pages where you apply what you have learned in the class to a specific green market effort. While many of you may want to apply for a “W” as well, there are a limited number of spots and no more will be created.

How the course will function
I will begin each class with some time for students (and for me) to discuss relevant events of the day. So please feel free to discuss anything relevant that you have noticed in the wider world. We will subsequently proceed to the course materials.

Also, while the syllabus provides what materials will be covered on what days, I reserve the right to update things as we progress. Particularly given that this is a relatively new class, and given that I would like student involvement to the extent possible, we may proceed as initially planned or somewhat differently.

Readings
Most readings will be available on-line through the library. Instructions will be provided for obtaining additional materials via the web (there will be some cost involved). Ideally, all materials should be read before class. There will be some materials that I will absolutely expect students to have read in advance (I will provide notice).

There is only one book for the course that must be ordered separately:


I have not ordered this book at the bookstore, as I assume many students would rather order it electronically. Paper versions are readily available on-line as well.
Lecture materials

Only summary materials and figures will be provided on-line for students. No combination of pleading, logic, yelling, cajoling, etc. will make me change my mind.

Contact

My office hours are Fridays from 10am to 12pm in Harkness Hall 108. Please feel free to drop by, send e-mails (lawrence.rothenberg@rochester.edu), etc. The TA for the course is Kristin Rulison (krulison@mail.rochester.edu), whose office hours are Tuesdays from 9am to 11am in Harkness Hall 334.

Week I: Introduction to the Course (Jan. 17th)

Week II: Green Goods, Green Markets, and Other Basic Concepts (Jan. 22nd, 24th)


Orsato, Chapters 1 and 2.

For the adventurous (not required):


Week III: The "Porter Hypothesis" and Beyond (Jan. 29th, Jan. 31st)


Week IV: Social Drivers I—Citizen Demand (Feb. 5th, 7th)


Orsato, Chapter 5.


Week V: Social Drivers II—Environmental NGOs, Investors, and Access to Capital (Feb. 12th, 14th)


**Week VI: Political Drivers—Regulation and Beyond (Feb. 19th, 26th; NO CLASS FEB. 21st!)**


**Week VII: Economic Drivers I: Voluntary Programs (Feb. 28th, March 19th; Note Special Event March 5th, Exam I March 7th)**

Orsato, Chapter 4.


**Special Event—March 5th: A Voice from the Real World**

Eric Bettelheim, expert on environmental and financial markets and products

http://www.ericbettelheim.com/

**Exam I (March 7th)**
Week VIII: Economic Drivers II: Supply Chain Management (March 21st, 26th)

Hawser, Anita. “Greening the Supply Chain,” Global Finance 23 (November 2009).


Week IX: Economic Drivers III: Looking Inside the Firm (Mar. 21st, 26th)


Week X: Greenwashing (Mar. 28th, Apr. 4th)


Case: McMaster, James, and Jan Nowak. "Fiji Water and Corporate Social Responsibility—Green Makeover or ‘Greenwashing’?" 2011. Richard Ivey School of Business Foundation Case No. 909A08-PDF-ENG.

Week XI: Trade (Apr. 9th)


Read the “shrimp-turtle” and “tuna-dolphin” cases:
www.wto.org/english/tratop_e/envir_e/edis00_e.htm

NO CLASS APRIL 11th

Week XII: The 800-lb. Gorilla: Climate Change (Apr. 16th, 18th)


Case: Reinhardt, Forest, and Mikell Hyman. “Global Climate Change and BP.” 2009. Harvard Business School Case No. 708026-PDF-ENG.
Week XIII: Conclusions and the Future of Green Markets (Apr. 23rd, 25th)


Orsato, Chapters 7 and 8.


Exam II (April 30th)