

# SUSTAINABLE OPERATIONS

Professor

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**July 4 – July 14**

**Monday-Friday** (6:30 am – 9:30 am)

**Saturday** (9:00 am – 12:00 m)

ONLINE AM

## DESCRIPTION

The social and environmental impact of businesses has become a central issue in modern society. Communities are demanding higher standards of air, water, and soil quality. Climate change is constantly on the news. Social welfare inequality has been rising. Consumers are becoming more aware and conscious of the social impact of business practices. Even though the technology and products to address many of today's global environmental and social challenges already exists, many communities lack access to them. This course is aimed at analyzing and designing operations processes and strategies to deliver these solutions to those who need them the most.

Another objective of this course is to contribute to the mission towards sustainability development goals (SDG). It aims to create a network of students and alumni that are interested in sustainability and social entrepreneurship. This network could shape future versions of the class and will become a resource available to the students throughout their career.

## OBJECTIVES

By the end of this session, students will be able to:

- Describe what is a poverty trap and relate it to market entry strategies in the BoP;
- Analyze the risks and costs faced by different players in Essmart's value chain and how this leads to supply not reaching demand;
- Assess how Essmart is managing these risks and costs and identify growth barriers;
- Examine how marketing and after-sales service can be used to manage risk and act as strategic substitutes

## METHODOLOGY

The course will be a mix of lectures, case discussions, and in-class group exercises. The students are expected to complete readings beforehand, write a couple of blog posts on the forum page when required and come to class prepared to engage in discussions. As part of the course, students will also propose a business innovation that addresses a social or environmental need (either within an existing company or as a start-up idea) and present their innovation idea to the class.

## EVALUATION

- Cases, reading and blog posts: 30%
- Innovation exercise- Group work
- Class participation: 10%
- Final exam: 40%

## PRE-REQUISITES

N/A