Guidelines for MBA 296.1A and ESPM 290 Assessment

Ethics and Decision Making in Green Product Design: Business, Science, and Policy Perspectives

You will complete a short essay of 5-10 pages due at the end of the semester, which will count for your entire grade for the course.

In this essay, you will apply the themes of the course to a real world situation that you have experienced or studied.

• Ideally you will write about something that is relevant to your personal experience or interest. For example:
  o focus on the ethical underpinnings or challenges in an area of green design that interests you. This can be a technical design or science or business or policy issue.
  o focus on a policy, business, NGO, chemistry, or law area of interest and discuss possible solutions from an ethical perspective, considering the trade-offs involved.

• You will tie analysis of that situation to an ethical resolution that is not just about “doing the right thing” from the perspective of accepted social norms (so that people approve of you), but to connect that outcome to the role of the ethical resolution in producing the kind of society you want. You may address whether the solution can work in all situations or only in some contexts but not another.

• You should reflect both on the personal and the organizational OR both the personal and the public dimensions.

• You can do original research as part of producing the paper. For example, if you have contacts, you can interview people involved in the field

• You need to approach us with proposed topics so that we can provide guidance. If you are not sure about what to focus on, please contact us!

Due: May 4, 2012 (or sooner).

Length: 5 to 10 single-spaced pages.

Submission: by email to Christine Rosen (crosen@haas.berkeley.edu).