

Fall 2008

COURSE SYLLABUS

MBAX 6130 – *Sustainable Business Venturing*

PROFESSOR STEPHEN R. LAWRENCE

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|----------------------------|---|
| Koelbel Rm 425 (NW corner) | 303-492-4351 (work) |
| Leeds School of Business | 303-492-5962 (fax) |
| University of Colorado | Stephen.Lawrence@colorado.edu |
| Boulder, CO 80309-0419 | http://leeds.colorado.edu/faculty/Lawrence |
| Office Hours | Tue 5:00-6:15 PM, drop in, or by appointment |

CLASS DETAILS

| | |
|-------|------------------|
| Class | Tue 6:30-9:15 PM |
| Room | Koelbel 375 |

COURSE DESCRIPTION: MBAX 6130 *Sustainable Business Venturing* will focus on environmentally sustainable business ventures and businesses that solve natural environmental challenges while achieving profitability. We will examine a number of industries and topics through a sustainability lens, perhaps including renewable energy, natural and organic products, green building, supply chains and distribution, and sustainable consulting, among others. Sustainable venturing opportunities will be examined from both the perspective of both entrepreneurial startup firms and established intrapreneurial companies. The course is intended to be highly interactive and will include guest speakers, cases, student presentations, and debates.

COURSE OBJECTIVES: Upon completing MBAX 6130 *Sustainable Business Venturing*, you will be able to:

1. Understand the many business opportunities offered by a sustainable focus
2. Identify and evaluate attractive sustainable venturing opportunities
3. Make a business case for sustainability in new and established organizations
4. Understand characteristics that make some sustainable ventures successful and some not
5. Know how to seek employment in jobs that involve sustainability

COURSE MATERIALS AND OBJECTIVES

- Textbook: None
- Articles, case, handouts
 - Available on the course Blackboard website
- Suggested supplementary texts
 - Esty & Winston, *Green to Gold*, 2006
 - McDonough & Braungart, *Cradle to Cradle*, 2002
 - Willard, *The Next Sustainability Wave*, 2005
 - Pernick & Wilder, *The CleanTech Revolution*, 2007
 - Bamburg, *Getting to Scale: Growing Your Business without Selling Out*, 2006
- Colorado GreenTech Meetup Group
 - Second Thursday each month; ATLAS Auditorium;
 - <http://alternativeenergy.meetup.com/171/>

ASSIGNMENTS. Due as shown on the course calendar. Details of the course project and speaker case write-ups will be distributed in separate documents

1. **Bio.** A short bio (<1 page) of yourself and your interests, particularly including your interests in topics related to sustainable business venturing.
2. **Speaker/Case Notes.** Prepare individual write-ups ahead of class for guest speakers and the assigned case; be ready to ask probing questions of our speakers. Turn in your typed notes at the end of class.
3. **Sector Survey.** With your team, research a sector of sustainable business as assigned. Prepare a 2-page summary of your findings, and present your findings to the class
4. **Project Proposal.** Write a short (1-2 paragraphs) proposal for your course project.
5. **Project.** Write a report, case, or teaching note on any topic involving sustainable interest to you. Projects that are focused and deep are preferred to broad and shallow treatments. Details provided in a separate project assignment document.
6. **Project Presentation.** As part of your project, present your findings to the class.
7. **Class Participation.** Class participation will be evaluated by attendance in class, contributions to class discussion, cases, and debates, and generally contributing to the learning environment of the class.

TEAMS. You are encouraged to work in teams of 2 or 3 on the sector survey reports and presentation, and on the project report and presentation.

GRADING. Depth, breadth, and quality of all work is expected to be commensurate with the standards of any internationally prominent MBA program. Points will be earned and grades awarded according to the following schedule:

| Requirement | Total Possible | Expected Scores |
|------------------------|----------------|-----------------|
| Speaker/Case Write-ups | 100 | 85 |
| Participation | 200 | 175 |
| Team Sector Survey | 300 | 260 |
| Team Project | 400 | 350 |
| Total Points | 1000 | 870 |

Final grades will be assigned according to the following scale:

| | |
|------------------|-------------------|
| A 930-100 points | C+ 770-800 points |
| A- 900-930 | C 730-770 |
| B+ 867-900 | C- 700-730 |
| B 830-870 | D 650-700 |
| B- 800-830 | F <650 |

COMMUNICATION. I read my email every day, and will make every effort to answer queries within 24 hours (or faster). Most course materials will be made available on the Blackboard course website or online. Please feel free to come by during office hours, drop-by anytime (understanding that I may be tied up), or we can make an appointment.

POLICIES AND RULES OF CONDUCT

Honor Code. All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of the university. Violations of this policy may include cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (<http://honor@colorado.edu>; 303-725-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including, but not limited to, university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://www.colorado.edu/academics/honorcode/>

Disabilities. If you qualify for accommodations because of a disability, please provide me with a letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard 322, and <http://www.Colorado.EDU/disabilityservices>.

Religious Observances. Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Please let me know at the beginning of the semester that you will miss class because of religious observance so that appropriate accommodations can be made. See full details at http://www.colorado.edu/policies/fac_relig.html

Discrimination and Harassment. The University of Colorado at Boulder policy on Discrimination and Harassment, the University of Colorado policy on Sexual Harassment and the University of Colorado policy on Amorous Relationships apply to all students, staff and faculty. Any student, staff or faculty member who believes s/he has been the subject of discrimination or harassment based upon race, color, national origin, sex, age, disability, religion, sexual orientation, or veteran status should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Information about the ODH, the above referenced policies and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at <http://www.colorado.edu/odh>

Classroom Behavior. Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. See policies at <http://www.colorado.edu/policies/classbehavior.html> and at http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code

Fall 2008

COURSE Calendar

MBAX 6130 – *Sustainable Business Venturing*

| Class | Date | Session | Topic | Assignment Due |
|--------------|-------------|----------------|---|---|
| 1 | 9-Sep | A | Course introduction | |
| | | B | Sustainability, Venturing, & Business | |
| 2 | 16-Sep | A | Market Imperfection & Entrepreneurship | <i>Bio</i> |
| | | B | Chaos Theory & Sustainability | |
| 3 | 23-Sep | A | Case – THINK: Norwegian Electric Car | <i>Case notes</i> |
| | | B | International Sustainability Discussion | |
| 4 | 30-Sep | A | Eric Lombardi (Eco-Cycle) | <i>Speaker notes</i> |
| | | B | Recycling and Waste | <i>Lawrence</i> |
| 5 | 7-Oct | A | Mark Retzloff (Horizon Organic Dairy) | <i>Speaker notes</i> Project Proposal |
| | | B | Natural and Organic Products | Sector survey |
| 6 | 14-Oct | A | Eric Wittenberg (McStain Neighborhoods) | <i>Speaker notes</i> |
| | | B | Sustainable Building | Sector survey |
| 7 | 21-Oct | A | Steve Savage (Eco-Products) | <i>Speaker notes</i> |
| | | B | Sustainable Consumer Products | Sector survey |
| 8 | 28-Oct | A | Doug Henston (Solix) | <i>Speaker notes</i> |
| | | B | Sustainable Energy – Biofuels | Sector survey |
| 9 | 4-Nov | A | Adrian Tuck (Tendril Networks) | <i>Speaker notes</i> |
| | | B | Energy Efficiency | Adjourn early |
| 10 | 11-Nov | A | Hass Hassan (Greenmont) | <i>Speaker notes</i> |
| | | B | Sustainable Investing | Sector survey |
| 11 | 18-Nov | A | Tod Perry (NREL) | <i>Speaker notes</i> |
| | | B | Sustainable Energy | Sector survey |
| 12 | 25-Nov | | Fall Break | |
| 13 | 2-Dec | A | Jeff Yorzyk | <i>Speaker notes</i> |
| | | B | Sustainable Consulting | Sector survey |
| 14 | 9-Dec | A | Project Presentations | Written Project |
| | | B | Project Presentations | Presentations |

Assignments in *italics* are due from each individual student
Assignments in **italics** are due from a single team