Eco-entrepreneurship

This course introduces the concepts and practices of sustainable development and energy management. These areas are explored as they impact current and future opportunities and challenges related to the design, development and commercialization of sustainable products, services, technologies and new business models.

The course explores the nature of the “triple bottom line”—the simultaneous delivery of economic, social, and environmental value—and teaches students to apply models, tools, best practices and frameworks to incorporate social and environmental dimensions into identification and ethical exploitation of business opportunities.

Course design enables future entrepreneurs to identify specific “green” opportunities, develop a business plan and provide guidance on how to secure funding and operationalize the plans. The course will include lectures, case studies, guest speakers and innovative projects to illustrate issues, challenges and opportunities related to eco-entrepreneurship.
Energy Management
The course covers a broad spectrum of energy management topics important to business managers and leaders including: energy strategies for business, governmental regulations, incentives and resources, European Union energy policies and programs including carbon tax credits and energy commodities. We will study energy efficiency practices as they relate to the U.S. Green Building Council (USGBC), Leadership in Energy & Environmental Design (LEED), high performance buildings, data centers, renewable energy sources and smart grid. Special focus will be on energy management for financial and corporate social responsibility (CSR) benefits from the perspective of CEOs, CFOs and COOs.

Green Marketing
The business landscape of the 21st century is evolving to encompass a rapidly expanding segment of consumers concerned with their impact on the global quality of life. This awakening breed of new consumers has created the need for a new marketing paradigm, under the current title of "green marketing".

This new cutting edge course will define the role of green marketing and its key objectives. It will also examine segmentation strategies and marketing activities to produce opportunities for green products, services and socially positive brands. Major topic areas covered within this course include: green market segmentation, sustainability driven consumption trends, eco-innovation strategies for products and services, the green marketing mix, competing for emerging green markets, green consumer behavior, and socially positive branding.

These topics, along with current global trends in green markets will be incorporated into a learning environment that involves each student at three different levels: 1) in class discussions and lectures using new textbook concepts and current market trends; 2) in class strategic teams of students creating marketing solutions for actual global green market areas; and 3) individual review and analysis of green marketing cases from the Harvard Business School and other sources.

Green Supply Chain Management
Supply chain management deals with the management of material and information in production distribution networks. Reducing costs, increasing product availability and increasing responsiveness to changes in the market are the focus of supply chain management. After completing the course, students will be able to model existing processes, validate their models, model alternatives for improvement, evaluate these alternatives and recommend improvements after evaluating various metrics of interest to businesses.

Greening the Corporation
When it comes to the natural environment, organizations have come under increasing scrutiny from a wide variety of stakeholders. How to manage organizational ecological and sustainability issues needs to consider these multiple stakeholders. Organizations may respond in a number of ways including proactive and reactive programs. This class will investigate the types of ecological pressures organizations face and how the organization can effectively respond to these pressures. We include issues that will be faced by the various organizational functions including accounting, finance, marketing, operations and human resource management dimensions.

Sustainability and Corporate Strategy
This class will investigate the various issues facing organizations who wish to integrate sustainability into their corporate strategy. The class will incorporate cases and readings. Speakers, videos, and a field tour will all be part of the class instruction. Strategic planning for sustainability related to environmental scanning and competitor analysis, internal strategy and policy development, executing strategy, stakeholder management, relationships to functional strategic planning and strategic alliance formation are all topics to be touched upon.

Sustainability Consulting Projects
This course imparts the knowledge and skills for managing sustainability projects including: operations, organizational change, sustainability consulting and project management. In this course ‘sustainability consulting project’ refers to a student team working with a small businesses, non-profit or local township, developing and delivering a customized, actionable plan with the goals of improving energy efficiency, reducing operating costs and helping the organization become more environmentally sustainable. Through collaboration with the client, opportunities are identified for both short term and longer term. Deliverables of the consulting project consist of a practical, implementable and measurable plan and a presentation to the stakeholders; e.g., board members, leadership team, staff, and partners. Typical areas of focus in the plan include: energy conservation, fostering sustainable behavior, recycling, supply chain management, green IT, transportation, waste management water usage, performance measurement and sustainability reporting.