| CLASS INFORMATION | Benedictine University  
| MBA 675A – Understanding the New Revolution in Sustainability  
| Spring 2016  
| March 31rd – June 2nd  
| Thursdays, 6:30 – 9:30 PM  
| Classroom location: Refer to MyBenU |
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| COURSE PREREQUISITES | MBA 520 |
| INSTRUCTOR INFORMATION | Mark Kozak, Adjunct Professor  
| Phone: 708-927-9659  
| Email: mfkozak@ben.edu  
| Office Hours by Appointment |
| COURSE OBJECTIVES | • Examine the ways in which product development uses sustainability to grow their business or make products more profitable.  
• Compare how sustainability can mean different things to different industries, products, or the product development process.  
• Explore the role of recycling and sustainability and the ways that it is valuable to business.  
• Examine the use of sustainability reporting and evaluate how products and companies use sustainability to better present the company.  
• Evaluate the design of a sustainability report and compare critical areas, goals and tactics to improve processes. |
| CLASS OVERVIEW & GRADING | Papers on Case Studies 30%  
Critique of Sustainability Report 20%  
Class Participation 10%  
Preparation of Sustainability Report 40% |
“Cradle to Cradle design at Herman Miller: Moving Toward Environmental Sustainability”, HBS, Lee & Bony  
“Green Rubber: The Revolution of the Rubber Recycling Business”, Asia Case Research Center of the University of Hong Kong, Francesch-Huidobro  
“Rating Environmental Performance is the Building Industry: Leadership in Energy and Environmental Design (LEED)”, Darden Business Publishing, Meier & Larson  
“Growing Green. Three Smart Paths to Developing Sustainable Products”, HBR, Unruh & Ettensohn  
“Why Sustainability is Now the Key Driver of Innovation”, HBR, Nidumolu, Prahalad, Rangaswami  
“Novo Nordisk: A Commitment to Sustainability”, HBS, Eccles & Kruz |
| IMPORTANT REMINDERS | Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.  
Review and Consult Syllabus from D2L. |
| PRE-CLASS ASSIGNMENT | Exchange email with instructor (my email address is mfkozak@ben.edu). Include your degree program and where you are in the program, and introduce yourself (experience, job or role, employer). |