### MBA 677 - Sustainability as a Driver for Innovation, Entrepreneurship, and Market Growth

**Fall 2015**

Thursday, 6:30 – 9:30 PM  
10/8/2014 - 12/10/2014  
Classroom: Refer to BenULive

### PREREQUISITES

Based upon the graduate catalog, the following are prerequisites for this class:  
Completion of all of the 500-level core courses (MBA 500, 510, 520, 530, and 541)

### INSTRUCTOR

Mark Kozak, Adjunct Professor  
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Office Hours by Appointment  
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### COURSE OBJECTIVES

1. Evaluate the ways in which innovation and entrepreneurial activity is affected by sustainability.  
2. Explain the role of social justice and how businesses can use sustainable practices.  
3. Compare how corporate and societal cultures can be affected by entrepreneurial activity, innovation, and effects on the environment.  
4. Evaluate a business idea and determine if it meets goals for sustainability and whether the innovation necessary is possible and worth investing in.  
5. Explore how business planning can use innovative means to build a more sustainable process, business, or profitability.

### CLASS OVERVIEW & GRADING

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papers on Selected Case Study (3)</td>
<td>300</td>
<td>30%</td>
</tr>
<tr>
<td>Articles Regarding Sustainability</td>
<td>200</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Business Plan Project</td>
<td>400</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total: 1000 points</strong></td>
<td></td>
<td>100%</td>
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### REQUIRED TEXT

Case studies may be available through the Benedictine Library and were sourced through the Harvard Business School Publishing Company, http://hbsp.harvard.edu/.  
- “Environmental Sustainability at REI”, SM-196, Stanford Graduate School of Business, Hoyt & Reichelstein  
- “Vega: Sneakers with a Conscience”, Ivey School of Business, Pokder & Branzei  
- “Gupta Garments and Amit’s First 100 Days”, TB0259, Thunderbird School of Global Management,  
<table>
<thead>
<tr>
<th>IMPORTANT REMINDERS</th>
<th>Due to the Thanksgiving Holiday, there will be no class on 11/26/2015. We will be doing the normal 10 weeks of work in 9 weeks.</th>
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</thead>
</table>
| PRE-CLASS ASSIGNMENT for Session #1 | Print and Consult Syllabus from D2L  
Read and be prepared to discuss Breaking Away, Part 1 |