Benedictine University Graduate Business Programs
MBA 677 A - Sustainability as a Driver for Innovation, Entrepreneurship, & Market Growth
Fall 2016
October 6th – December 8th
Thursday, 6:30 – 9:30 PM
Classroom: Refer to MyBenU

Course Prerequisite
MBA 510, 520, 541, MSA 500, & MGMT 530

INSTRUCTOR INFORMATION
Mark Kozak, Adjunct Professor
Email: mfkozak@ben.edu; Phone: 708-927-9659
Office Hours by Appointment

COURSE OBJECTIVES
As a result of this course, you will be expected to:
- Evaluate the ways in which innovation and entrepreneurial activity is affected by sustainability.
- Explain the role of social justice and how businesses can use sustainable practices.
- Compare how corporate and societal cultures can be affected by entrepreneurial activity, innovation, and effects on the environment.
- Evaluate a business idea and determine if it meets goals for sustainability and whether the innovation necessary is possible and worth investing in.
- Explore how business planning can use innovative means to build a more sustainable process, business, or profitability.

CLASS OVERVIEW & GRADING

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage</th>
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</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>
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<tr>
<td>Class Participation</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>Business Plan Project</td>
<td>400</td>
<td>40%</td>
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REQUIRED TEXT
Title: Breaking Away
Author: Stevenson & Kaafarani
Publisher: McGraw-Hill
Edition: 11th
ISBN: 9780071753944

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,

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.

Due to the Thanksgiving Holiday, there will be no class on Thursday, November 24th. We will be doing the normal 10 weeks of work in 9 weeks.

PRE-CLASS ASSIGNMENT
Print and Consult Syllabus from D2L
Read and be prepared to discuss Breaking Away, Part 1