

**UNIVERSITY OF WISCONSIN OSHKOSH**  
**BUS 464H Sustainability Strategy and Innovation**  
**Spring 2013**

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**COURSE DESCRIPTION:** This hybrid course builds on the previous courses in the minor to synthesize how companies apply the core drivers and measures to implement sustainable initiatives and the cost/benefits of these activities. We will learn how to identify sustainable business opportunities while at the same time understanding the challenges of working in this dynamic and changing field. You will be part of a team working on applied business projects with regional organizations.

**COURSE OBJECTIVES:** At the end of this course, you should be able to:

- Explain the relationship between triple bottom line strategies and creating healthy, sustainable organizations
- Describe the implications of policy decisions on the triple bottom line
- Recognize the drivers and measures companies use to implement sustainable initiatives
- Implement a cost/benefit decision making framework that is applicable to environmental and social business situations
- Understand the role of innovation in triple bottom line strategy

**COURSE FORMAT:** The course will include various pedagogical methods to illustrate significant points. You are expected to utilize the library and on-line resources extensively for your research.

**TEXT:** Larsen, Andrea (2012). Sustainability, Innovation and Entrepreneurship. Flat World Knowledge. This is an electronic text-you get the access code when you purchase from the bookstore.  
Allen, Will and Charles Wilson (2012). The Good Food Revolution: Growing Healthy Food, People and Communities. Available at Amazon.com.  
Other readings (TBD)

### **Class procedures**

Class will be conducted with through lectures, guest speakers, videos and class participation. Class lectures will relate to reading assignments but will not attempt to cover all the material in the text. Because this course is the “capstone” course for the sustainability management minor, it makes heavy use of readings, mini-cases, and group projects designed to generate discussion of problems that you may face in real business settings. As it is a hybrid course, some sessions will be online and not in the physical classroom-these are noted in the syllabus but may change during the semester.

### **Student conduct and expectations**

Cheating, plagiarism, and other academic misconduct will not be tolerated. Violations will be subject to disciplinary actions as specified by the UWO code of conduct. Class members are expected to treat each other with courtesy and respect. The outcome is not that you have met certain “minimum” standards; the outcome will be that you will leave this class with knowledge of how to formulate and to implement an innovative company strategy that you may utilize in the future. Behaviors that signify to us that a student is committed to excellence include:

1. Attending class regularly (and arriving on time!).
2. Being prepared for daily case analyses and reading assignments.

3. Leaving such distractions as cellphones outside of the classroom.
4. Not talking in class while someone is presenting.
5. Participating in class with active listening, questions, or comments.
6. Talking with the instructor anytime an issue discussed in class is unclear.

### **Student expectations of instructor**

In order for this course to be a personal success for you, it is necessary that you receive certain commitments from me to receive maximum benefit. Just as I have challenged you to pursue academic excellence in this course, I must do the same, and I commit to doing the following:

1. Listen to your comments.
2. Keep you informed about the direction of the course including any changes to the course calendar.
3. Be prepared for each class period.
4. Be open to your ideas, opinions, and questions.
5. Be available to discuss any problems or questions through office hours or appointments with you.
6. Return assignments so that you have feedback in a timely manner.

### **Evaluation and grading**

Students are expected to do both individual and group work. Please submit all assignments on time. Grades for late assignments will be reduced by 20% for every class period submitted late. Please talk to me if you have any problems with understanding the material or completing the scheduled assignments/examinations.

#### How I Grade:

A = Exceptional & Outstanding Work. B = Very Good Work.

C = Average Work. D = Sub Par Work. F = Exceedingly Poor Work.

#### Your grade will be composed of the following components:

- |                                |     |
|--------------------------------|-----|
| 1. Class Participation         | 40% |
| 2. Class Discussion Leadership | 10% |
| 3. Strategy Project            | 50% |

1. Class Participation: Having read the assignments prior to class, students should come to class prepared to discuss/debate the chosen daily topic and case material or to discuss them at length on D2L. Students will be graded upon their relevant comments or lack thereof to the class conversation. In order to do well on this component, you must not only be in class, but you must also participate in class discussion. Those students who choose not to participate in class will get a lower participation grade in class compared to those that come to class and actively participate.

#### Indicative grading for class participation:

>90%: Attend all but one in class sessions. Complete class readings and contribute frequently with very high quality comments to class discussion.

80-90%: Attend MOST sessions (i.e., missed >1 session) having completed class readings and contributed frequent and very high quality comments to class discussion.

70-80%: Attend MANY sessions (i.e., missed 2 sessions) with minimal contribution.

Below 60%: Miss more than two sessions with minimal contribution.

2. Discussion Leadership: You will be asked to present an article of your choosing for discussion in class and online. You will be assigned a week for this after the first class. Grade will be determined by the quality of the discussion per the grading scale.

2. **Strategy Project:** You will be assigned to a consulting team that will be developing a business plan for a local startup-Growing Oshkosh. You will be assigned a specific aspect of the project, with a specific due date for your presentation and report out. Each group will be responsible for starting and bringing in additional relevant material to augment the material from the text. Students will be graded upon the level of participation, the quality they bring to the presentation and their creativity and thoroughness in developing the business plan. This will include a written plan and oral presentation.

**Negative Participation Rule:** I reserve the right to lower the final grade of any student whom I feel has had a detrimental, distracting, or negative effect on the classroom-learning environment over the course of the term up one or more letter grade.

### Final Comments

We may change the course schedule during the term. However, these changes will be done in consultation with the class and will be announced in advance. Students not attending class on the date changes are made to the schedule have the responsibility for obtaining the information regarding the changes.

I will do everything that we can to help you learn the material and make our class a meaningful experience. I hope that you will do everything possible to be prepared so that you can enjoy your learning experience.

WEEK	Discussion Topic	READING	OTHER
Jan 31	History	Larsen Ch. 1	Dani:Growing Oshkosh
Feb 4	Sustainability Innovation	Larsen Ch. 2	<b>Online</b>
Feb 11	Entrepreneurial Process		Growing Power
Feb 18	Framing SI and Entrepreneurship	Larsen Ch. 3	
Feb 25	Growing Oshkosh-Teams		<b>Dani Stolley</b>
Mar 4	Entrepreneurship and SI Analysis <b>FIELD TRIP-GROWING POWER</b>	Larsen Ch. 4	<b>FRI MAY 8 11-5</b>
Mar 11			
<b>Mar 18</b>	<b>Spring Break</b>		
Mar 25	Energy and Climate	Larsen Ch. 5	<b>Online</b>
Apr 1	Clean Products and Health	Larsen Ch. 6	
Apr 8			<b>Teams-offsite</b>
Apr 15	Buildings	Larsen Ch. 7	<b>Teams-offsite</b>
Apr 22	Biomaterials	Larsen Ch. 8	
Apr 29			
May 6	Business Plan Presentations		

NOTE: There is a field trip planned for Friday March 8<sup>th</sup> from 11-5pm. Attendance is mandatory-make whatever arrangements you need to at work or class. We will be travelling to Milwaukee for a tour of Growing Power's gardens. This will aid your project immensely.

There will also be an Earth Week requirement involving Growing Oshkosh. Stay tuned.