

ENT6930 (section 25BA) - Innovation & Sustainability: Business Doing Good
 Fall 2017 - Mod 2, meeting T/R 7-8th (2-3:45pm) in Stuzin 103

Instructor: [Kristin E. Joos, Ph.D.](#)

Office: 133 Bryan Hall (CEI)
Office Phone: 352-273-0355
Office Hours: Tuesdays from 4-5pm and by appointment, please email to schedule
Email: kristin.joos@warrington.ufl.edu
Syllabus: <http://bit.ly/ent6930-innovsusty-syllabus-fall2017>

Access our class in Canvas here

TA: Lexi Sidle ENT6930_TA@warrington.ufl.edu

Questions regarding your grades, course assignments, or other "bookkeeping" issues should be addressed to our TA. When sending email inquiries, be sure to identify yourself.

Social Entrepreneur-in-Residence:
 Abhi Lokesh abhi@fractureme.com
 Our SE-in-Residence is available by appointment, email him to connect.

Want more information & resources about Innovation, Sustainability, and Social Entrepreneurship?
 See: <http://warrington.ufl.edu/centers/cei/engagement/socialimpact>

(rev. August 16, 2017 please *always* view the most recent version of this syllabus at <http://bit.ly/ent6930-innovsusty-syllabus-fall2017> as the online version is always most up-to-date -- moreso than any PDF version. Please hold down "shift" and click to reload/refresh so you're sure to see the most updated version.)

Required Readings:
[Sustainability, Innovation, and Entrepreneurship](#) by Andrea Larson, ISBN: 978-1-4533-2725-8, copyright 2011 (SIE)
[The Responsible Company: What we've learned from Patagonia's first 40 years](#) by Yvon Chouinard & Vincent Stanley, ISBN: 0980122783, copyright 2012 (TRC)

[Making Good: Finding Meaning, Money, and Community in a Changing World](#) by Billy Parish & Dev Aujla, ISBN: 978-1-60529-078-2, copyright 2012 (MG)

Other Readings are posted in e-Learning or will be made available in class.

Recommended Readings (not required):
 -Creating Good Work: The World's Leading Social Entrepreneurs Show how to Build a Healthy Economy edited by Ron Schultz, ISBN: 978-0-230-37203-0, copyright 2013
 -Sustainable Venturing: Entrepreneurial Opportunity in the Transition to a Sustainable Economy by Thomas Dean, ISBN: 978-0-13-604489-5, copyright 2015
 -Be the Solution: How Entrepreneurs and Conscious Capitalists can solve all the World's Problems by Michael Strong, ISBN: 978-0-470-45003-1, copyright 2009
 -Good Works: Marketing & Corporate Initiatives that Build a Better World and the Bottom Line by Philip Kotler, Davide Hessekiel, and Nancy R. Lee, ISBN: 978-1-118-20668-3, copyright 2012
 -The Ecology of Commerce: a Declaration of Sustainability (1993) and Natural Capitalism: Creating the Next Industrial Revolution (1999) by [Paul Hawken](#)
 -Cradle to Cradle: Remaking the Way We Make Things (2002) and Upcycle: Beyond Sustainability-- Designing for Abundance (2013) by [William McDonough & Michael Braungart](#)
 -[Work on Purpose](#) by Lara Galinsky, ISBN: 978-0615419466, copyright 2011.
 -[The Republic of Tea: How an Idea Becomes a Business](#) by Mel Ziegler, Patricia Ziegler, and [Will Rosenzweig](#), copyright 1992.

Course Description

Society is on a number of unsustainable paths: rising costs of healthcare, paradigm shifts in education, environmental degradation & ecosystem decline, pollution, poverty, inefficient transportation, migration & urbanization, etc. In this class, we will examine these unsustainable paths as opportunities and responsibilities for future business leaders, leaders who are innovative and strategic and believe it is possible for business to be a force for good.

The purpose of this course is to offer students practical information about the exciting frontier of innovation and entrepreneurial activity benefiting people, the planet, and profit. Sustainability in business refers to competitively advantageous strategies and practices firms adopt to grow revenues, cut costs, improve market share, enhance brands, and redesign products and processes to reduce or eliminate adverse environmental, health, and community impacts. We will examine key trends and drivers of corporate innovation, strategic shifts, and new markets. Examples of entrepreneurial process, innovation, and strategic shifts will be analyzed to gain insight into the identification of market opportunities, and the application of tools, concepts, and frameworks used by individuals and companies who understand the importance of pursuing innovative & sustainable market opportunities.

We will begin the semester by quickly reviewing "business as usual," we will then move on to a discussion of corporate social responsibility, which will set the context for the remainder of the term focusing on how business can be a force for positive social, environmental, and economic impact-- in other words, how businesses can "do well and do good." This course will be grounded in the Business Case for Sustainability and will involve readings, films, cases, guest speakers, and experiential learning exercises to explore issues including (but certainly not limited to) systems thinking, design thinking, creating shared value, cradle to cradle design, Global Initiative for Sustainability Ratings (GISR), Global Impact Investing Ratings System (GIIRS), certified B-Corporations, one-for-one models, and new hybrid ventures.

Students will learn about innovative ventures across a variety of industries and will be encouraged to explore their personal interests in this exciting new arena of entrepreneurial innovation that is becoming a major force influencing our society, environment, and economy. In short, this course is intended to be an informative and engaging exploration of how business can be a force for positive social, environmental, and economic impact, with an emphasis on how students can take the role of path-bending leaders.

Ultimately, we hope to both empower and inspire you to, as Minor Myers Jr. said, "Go into the world and do well. But more importantly, go into the world and do good."

Course Objectives

Provide students with the opportunity to:

- explore and analyze information, frameworks, and tools for recognizing, assessing, and pursuing sustainable business opportunities
- understand how the process of entrepreneurship (and intrapreneurship) can be used to leverage resources and mitigate risks, when planning & creating ventures to address social, environmental, and economic challenges
- examine examples of innovators implementing successful sustainability strategies
- practice the key skills & mindsets of social entrepreneurs: leadership, optimism, grit, resilience, creativity & innovation, empathy, and emotional & social intelligence

Class Requirements and Evaluation Criteria:

Assignment	Possible Points	FINAL Grade	Total Points
Information Form	4		
Assignments (6 will be submitted, 10 pts each, drop lowest one, count best 5)	50	A	188 and above
Experiential Learning Consulting Projects + Presentations (points vary for Option A/B)	90 - 100 (see below for detail)	A-	180-187
Experiential Learning Consulting Proposal (points vary for Option A/B)	10 - 20 (see below for detail)	B+	176-179
Competencies of Changemakers Exercise	10	B	168-175
Participation	26	B-	160-167
		C+	156-159
TOTAL POSSIBLE POINTS	200	C	148-155
		C-	140-147
		D+	136-139
		D	128-135
		D-	120-127
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx		E	119 and below

Class participation

In addition to attending class, please come prepared to engage with the material and to participate in the class discussion. Before class you should complete the readings and think critically about their application to the topic of the day. On days when we have guest speakers, you should review any background materials provided and think about questions or issues you would like them to address. You are expected to actively participate in class discussion, express your perspectives and listen carefully to the views of your classmates. We expect for your contributions to build on or respond to the readings and lectures and make links to materials and lessons from other courses and current events.

Assignments

The assignments will be submitted via Canvas on the due date & time listed below. You **must paste your work** into the assignment form on Canvas rather than send as an attachment. If you would also like to add an attachment (in order to preserve important formatting) please save as .doc or .rtf, NOT .docx, we can not accept .docx format documents. You will not receive a grade if your work is not pasted in to the Canvas submission form. We will count your 5 best Assignment grades, dropping the lowest grade; all 6 Assignments must be submitted.

Late work will be accepted only in extenuating circumstances (with the exception of the extra credit, which must be submitted on time), the later it is, the less points you will earn; late work will not receive full credit; we believe "better late than never" and we also need time to grade, thus **all late work must be turned in by 12pm on Friday December 1st.**

Format: All work for this class (Assignments, Reading Questions, etc.) should be well organized, professional, and proofread-- using grammar and punctuation properly. Assignments should be single-spaced, in 10-12 point arial or times new roman font, with margins of 1" or less. Note that newer versions of Word default to 1.15 line spacing, please change that to 1.0.

Information Form: Due 5pm Fri. 10/27 - 4pts, see: <https://www.surveymonkey.com/s/ent6930infoform>

Assignment 1: Due 10am Tues. 10/31 - 10pts

Assignment 2: Due 10am Tues. 11/7 - 10pts

Assignment 3: Due 10am Tues. 11/14 - 10pts

Assignment 4: Due 10am Tues. 11/21 - 10pts

Assignment 5: Due 10am Tues. 11/28 - 10pts

Assignment 6: Due 10am Tues. 12/5 - 10pts

Experiential-Learning Consulting Project

More information about the Experiential Learning Consulting Project (aka Final Projects) will be discussed in class and will be linked here soon. We will be working in teams (of 1-5 students). Please be sure to review the link in the prior line as it includes all of the details + due dates.

Competencies of Changemakers Exercise

10 points possible - due Wed. 12/6 at 12pm in Canvas. It is highly recommended that students not wait until the near the end of the term to begin the exercises, as they are best started closer to the beginning of the term and completed over time. More information is here: <http://bit.ly/ent6930-competenciesofchangemakers-fall2017>

Schedule of Topics

The Syllabus, especially the sections including the Course Schedule & Reading Assignments will be updated as we go along. The online version of this document *always* supersedes any printed version.

Please complete the readings **before** coming to class on the day they're assigned. Guest Speakers, Panels, Live-Cases, and Presentations always deserve the same level of preparation and participation as does any other class.

Spontaneity Clause: Due to the number of guest speakers (all of whom are busy with their own social ventures & whose time is precious), the schedule will be revised as necessary. Advance notice will be given when possible, most likely by email or as announcements posted in e-Learning.

Date	Topic	Readings
Week 1: 10/24, 10/26	<p>Introduction & Course Overview</p> <p>-What are Innovation & Sustainability and why are they important for the future of Business?</p> <p>-Becoming business leaders, creating a more just, sustainable, healthy, happy world: activities from Work on Purpose & the Transformative Action Institute</p> <p>-Guest Panel of Student Social Entrepreneurs</p>	<p>Online:</p> <p>-Ashoka: What is a Social Entrepreneur?</p> <p>-Schwab: What is a Social Entrepreneur?</p> <p>-Drayton: Everyone a Changemaker</p> <p>-Forbes: Let's Stop Calling everything Social Entrepreneurship</p> <p>-Devex: A New Framework to Better Understand Social Entrepreneurship</p> <p>Canvas:</p> <p>-Albion: What's your Impact?</p> <p>TRC: Chapter 1</p> <p>MG: Chapter 1</p>
Week 2: 10/31, 11/2	<p>Innovation & Sustainability: a myriad of social, environmental, and economic challenges = a plethora of opportunities</p> <p>-The Business Case for Sustainability</p> <p>Pitches from Experiential Learning Consulting Project Community Partners</p>	<p>Online:</p> <p>TechCruch: The Real Reason we should be Thinking about Sustainability</p> <p>Canvas:</p> <p>-Sustainability Revolution, Chapter 1</p> <p>-HBR, Making the Business Case for Sustainability</p> <p>TRC: Chapter 2</p> <p>MG: Chapter 2-3</p>
Week 3: 11/7, 11/9	<p>Innovation & Sustainability:</p> <p>-"Business as Usual," unsustainable paths, and greenwashing</p> <p>-Corporate Social Responsibility, the Double/Triple/Integrated Bottom Line</p>	<p>SIE: Chapter 1-2</p> <p>TRC: Chapter 3</p> <p>MG: Chapter 4-6</p> <p>Canvas:</p> <p>-Time/Newsweek, Can Companies be good + do well?</p> <p>-HBR, Creating Shared Value</p> <p>-Business Week, The Corporate Givers</p> <p>Online:</p> <p>Fortune: 45 Companies that are Doing Good by Doing Well</p> <p>TriplePundit: Fortune 500 Companies Pledge to go 100% Renewable</p> <p>TriplePundit: The Anti-Trends for 2016 or "Enough is Enough"</p>

Week 4: 11/14, 11/16	Innovation & Sustainability: the entrepreneurial process & building better models - Certified B-Corporations -Panel of local social entrepreneurs with for-profit ventures	SIE: Chapter 3 TRC: Chapter 4-5 MG: Chapter 7-8 Canvas: -BCorp Declaration of Interdependence -Earth Charter Online: - Slideshare, Structuring Social Enterprise for Impact - Good Mag, What is a B-Corp? -Forbe: Empathy is not just the Flavor of the Month
Week 5: 11/21 11/23 - Off for Thanksgiving Holiday :)	Innovation & Sustainability: creating shared value and measuring impact and funding strategies (Global Initiative for Sustainability Ratings (GISR) , Global Impact Investing Ratings System (GIIRS)) -Guest expert on Impact Investing	SIE: Chapter 4 TRC: Chapter 6 MG: Chapter 9 Canvas: -Time, Bill Gates on "Creative Capitalism" -New York Times, Impact Investing Teeters on Edge of Explosive Growth -Business Week, The Halo Effect: Impact Investing -Huff Post: Impact Investing Online: HuffPost: It's Time to Stop Talking about Social Entrepreneurship
Week 6: 11/28, 11/30	Innovation & Sustainability: Innovation, sustainability, and entrepreneurship in a nascent startup Live Case	Online: The Economist: Why Social Entrepreneurs are Taking the Lead Forbes: Key Business Trends for 2016 TRC: Chapter 7 MG: Conclusion
Week 7: 12/5, 12/7	Experiential Learning Consulting Project Presentations	Canvas: -Drayton, Everyone a Changemaker -Galinsky, Not Everyone should be a Social Entrepreneur -NetImpact, What Workers Want -NetImpact, State of Sustainable Business Online: WEforum: 5 Powerful Ideas for Global Impact from Social Entrepreneurs HuffPost: The Three Traits of Great Social Entrepreneurs WEforum: How Larry Page, Elon Musk, and Jack Dorsey overcame their fear of failure
Week 8 (Finals):	Experiential Learning Consulting Project Presentations will continue, if more time is needed	

Important Notes:

- Information on this syllabus is tentative & subject to change. Adjustments & revisions will be announced in class.
- **Please keep your laptops and cell phones silenced and stored in your bags while in class**, I will let you know if we need to use them for an activity.
- **If you have questions, please ASK-- either during class, in my office, or email me (kristin.joos@warrington.ufl.edu)**
- **Email is always the best way to initially contact us, and then we can follow up in a more personal manner (like phone or scheduling an online or in-person appointment) if needed.** The "conversation" tool in Canvas is fastest IF you're contacting us during our scheduled office hours-- followed by email, and perhaps the least-quick way to reach me is by phone, though you're welcome to leave a message and I promise to call back as soon as I receive it, I check VM once or twice a week. Again, we ask that you please NOT contact us using the Messages or Comments tools in Canvas as we often are not notified that your messages.
- If you have any special needs or considerations, please let us know as soon as possible so we may make the necessary accommodations. Please be sure to register with the Disability Resource Office (<http://www.dso.ufl.edu/drc/>) who will provide documentation to students to assist in requesting accommodation.
- Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- UF students are bound by The Honor Pledge which states: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." (from the Student Guide: <http://www.dso.ufl.edu/scrr/process/student-conduct-honor-code/>)
- Students who violate the Academic Honesty Guidelines will be penalized according to the procedures outlined in the guide above, which include failing the course. Students are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions as to the integrity of your conduct or the conduct of other students, please review the information in the link above and contact me. **"I didn't know," is not an excuse.**
- Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.
- Students with concerns about this course should first please contact us so we can do whatever we can to be of help, if we are somehow unable to help, the DSO also has resources [here](#).
- Student Support Services: If you are experiencing an extenuating circumstance (personal/family emergency, health concern, or other serious problem) I strongly recommend you contact the Dean of Students Student Support Office (<http://www.dso.ufl.edu/supportservices/>), it is their mission to be of help to you. Perhaps most helpful is their U Matter, We Care program (<http://www.umatter.ufl.edu/>). Also, UF Counseling & Wellness Services (<http://www.counseling.ufl.edu/cwc/Default.aspx>) can be reached at 352-392-1575 and UPD (<http://www.police.ufl.edu>) can be reached at 352-392-1111.
- For any technical issues you encounter with Canvas please contact the UF computing Help Desk at 352-392-4357. For Help Desk hours visit: <http://helpdesk.ufl.edu/>

If you have read this far, there is one more thing that you might find helpful to know... During the Fall 2012 semester I was honored to receive a scholarship to attend the *International Social Entrepreneurship Programme* at INSEAD Business School. One of the professors there was [Hal Gregersen](#), author of [The Innovator's DNA](#). He is working on a new book entitled *The Social Innovator's DNA*. At the very end of his lecture, in closing, he shared with us a finding from his newest research on social entrepreneurs-- explaining that it's one of the few dimensions where entrepreneurs & social entrepreneurs tend to differ. Dr. Gregersen said, "The achilles heel of the social entrepreneur is that they... care too much." I felt as though he'd spoken directly to my own heart. I've been told countless times over the past two

decades, "Kristin, your problem is that you care too much." I share this with you as perhaps knowing this, helps you to better understand where I'm coming from and why I teach the way I do-- trying to fit too much information into too little time, attending to both the big picture and the myriad of tiny details, and having high expectations. I really do care. A lot. Perhaps, at times, too much.

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