

San José State University

*School: College of Business
Department: Organization & Management
Course Number: Bus 297D
Title: Green Entrepreneurship (Off Campus ESMBA program)
Section: 01
Semester: Fall
Year: 2011*

Instructor: Professor Anuradha Basu
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Office Hours: Wednesday 1:30-3 (on campus), 5-5:45 p.m. (at TechMart)
Class day/time: Wednesday 6-10 p.m.
Classroom TechMart
Prerequisites None

Faculty Web Page and MYSJSU Messaging

Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page accessible through the faculty home page: www.cob.sjsu.edu/basu_a. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor).

Course Description

This course addresses various aspects of environmentally sustainable entrepreneurship and the propensity for start-ups and existing businesses to innovate and establish sustainable enterprises in the global environment or create new products and services to meet environmental needs. It explores the opportunities that entrepreneurs identify, the challenges they encounter, and the ways in which they exploit opportunities to contribute toward enhancing the long-term ecological system while simultaneously starting and sustaining a profitable business. This course also examines the role of government policy, private investor preferences, technological advances, and public opinion, in affecting the economics of Green entrepreneurship.

Course Goals and Student Learning Objectives

This course aims to develop students' entrepreneurial awareness and skills in the context of green technology, environmental protection, and sustainable development.

By the end of the course, students should be able to:

- Recognize significant global business and ecological environmental trends and the problems that need solving
- Gain an insight into the opportunities offered by environmental trends for creating sustainable "green" ventures
- Understand the risks and rewards of Green Entrepreneurship projects
- Evaluate the mode and sources of finance of Green Entrepreneurship projects
- Prepare a sustainability analysis
- Prepare a feasibility study (neat idea project report) for a new business venture that enhances sustainable development and expects to become profitable.

Required Texts/Readings

There is no textbook for this course. However, the following cover different aspects of green entrepreneurship:

- Esty, D. C., & Winston, A. S. 2009. Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. New Haven & London: Yale University Press. [An electronic book is available to SJSU Students and Faculty].
- Friedman, T. 2008 Hot, Flat, and Crowded. Farrar, Straus & Giroux. [A downloadable digital audio book is available to San Jose Library customers].
- Pernick, R. & Wilder, C. 2007. The clean tech revolution: The next big growth and investment opportunity. New York: Collins. [An electronic book is available to SJSU Students & Faculty].
- Croston, G. 2009. Starting Green: From Business Plan to Profits. Entrepreneur Press.

Other Readings

There are several additional recommended readings listed in the Course calendar.

Classroom Protocol

Students present the material in a seminar style with the instructor adding value during the discussion, correcting errors through questioning and coaching students but not lecturing more than a 10-15 minute summation from time to time. The course structure is consistent with the learning objective of green entrepreneurship, which assumes empowered participants. Students enjoy the voice they gain through this method. They also gain presentation and facilitation skills and do not sit passively. Teams or individuals students can present depending on the size of the class. Guest speakers will be invited to present on specific aspects.

Please come to class on time and do not leave without the instructor's permission. Only one person has the floor at a time. Please do not speak to your neighbor while the professor or another student is addressing the class. Side conversations will be penalized. Please turn off all cell phones, don't surf the Internet during class. Computers may not be used in the classroom for any reason other than looking at the course Powerpoint slides. If you have a question or want to make a contribution to the class discussion, please raise your hand.

Assignments and Grading Policy

Clean tech sector Analysis:

Students will each present a brief status and analysis of a specific sector in the clean tech/green space. The presentation, in the form of a two page report or 10 slides (max.), should briefly describe the background of the industry/sector, the nature of demand and supply, the key players and the environmental impact of their initiatives, and the challenges and opportunities for start-ups and entrepreneurs aspiring to enter that sector. The report/final slide must cite all complete references (including websites and date consulted). Sources: Clean tech revolution, other recommended readings.

Due date: Oct. 29th, 2011.

Entrepreneurial company profiles:

Students will choose a clean tech/green sector (e.g., biofuels, energy efficiency, green buildings, recycling, solar, water conservation, etc.) that interests them and profile three companies founded in the past 3 years in that sector. The report will specify the sector chosen, describe what problem each company aims to solve, how they are trying to solve it, what market/customers they are going after, who their target competitors are, and what seems to be unique about the company. Evaluate the three (or four) main hurdles that each company will need to overcome to be successful.

Your grade will be determined by how well you demonstrate an understanding of the companies' strategies and present it in class. The report must cite all complete references (including websites and date consulted). The written report will serve as the basis for the classroom presentation. (Max. length: 3 pages). **Due date: Nov. 9th, 2011**

Sources: Since environmental sustainability as a business opportunity is the focus of the course, students would be advised to investigate opportunities in clean/green tech. See http://www.jointventure.org/index.php?option=com_content&view=article&id=17&Itemid=284 and click on 'clean tech companies (excel)'. For green tech start-ups funded by venture capital, see websites of VC firms like Kleiner Perkins Caufield & Byers (<http://www.kpcb.com/portfolio/portfolio.php?greentech>) or Khosla Ventures (<http://www.khoslaventures.com/>) and click on 'our portfolio' -> 'cleantech'.

Mid-term and Final exam: These will have essay questions.

Silicon Valley Innovation Challenge (SVIC) Project:

Students will work in teams to propose entrepreneurial solutions to pressing environmental problems. Examples of such projects could include products or services that will contribute toward reducing energy consumption, conserve energy and water,

water purification and filtration, improve waste management, scrap reduction, or utilize alternative energy sources. Teams will write their project report in stages and present them toward the end of the course. The projects will be presented in the form of exhibits and oral elevator pitches at the SVIC on Nov. 30th and Dec. 1st, and judged by entrepreneurs, investors, and senior corporate executives. Further details regarding deliverables will be provided at the start of the semester.

Class Participation, Presentation of chapters/readings: Becoming actively engaged in the subject matter is an essential part of learning. Good participation is based on good preparation. You are expected to read and understand all assignments before coming to class. In order to participate, you have to be present in class. As part of class participation, over the course of the semester, students will need to bring in recent journal articles with respect to Green entrepreneurship. These should be magazine or academic journal articles, not short newspaper articles. The student should give a summary of the article, as well as listing 3 important points from the article. Students will also present highlights of the assigned chapters/readings or introduce provocative or interesting points. They are encouraged to do so creatively, using quizzes, videos or other techniques. Power point presentations are also allowed, as long as they don't simply summarize the material.

Course Evaluation:

Your grade will be determined by the following:

Cleantech sector analysis	10%
Entrepreneurial company profiles	10%
Midterm Exam	15%
Final Exam	20%
Class Participation, Presentation of chapters/readings	20%
Team Project: Innovation Challenge	25%
Total	100%

Grading Percentage Breakdown

94% and above	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-

79% - 77%	C+
76% - 74%	C
73% - 70%	C-
69% - 67%	D+
66% - 64%	D
63% - 60%	D-
below 60%	F

University Policies

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at

<http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-324.html>

Information about late drop is available at <http://www.sjsu.edu/sac/advising/latedrops/policy/>. Students should be aware of the current deadlines and penalties for adding and dropping classes.

Academic integrity

Students should know the University's Academic Integrity Policy that is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf

Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at

http://www.sa.sjsu.edu/judicial_affairs/index.html

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in the College of Business (BBC building). Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://www.sjsu.edu/larc/>

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website is located at <http://www.sjsu.edu/muse/peermentor/> .

College of Business Policies:

To ensure that every student, current and future, who takes courses in the Boccardo Business Center has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

Eating:

Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

Cell Phones:

Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

Computer Use:

In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such

referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

Academic Honesty:

Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-1.

Course Outline and Plan (Classes begin on October 26, 2011)

Session/ Date	Topic (subject to revision)	Reading or Assignment
1. Oct. 26	Introduction & Syllabus review, Assignments/due dates. What is entrepreneurship? A brief history of environmental issues & unsustainable entrepreneurship. What does 'green' mean? What is Green Entrepreneurship? Why Go Green? The forces driving green entrepreneurship: the role of demand and supply	http://www.turninggreengold.com/2007/whatis-a-green-entrepreneur/ http://www.environmentalprograms.net/guidance/eco-entre/ Intro <u>Clean Tech</u> Intro Ch 1. <u>Green to Gold</u> Ch 1. <u>Hot, Flat, and Crowded</u> "A Road Map for Natural Capitalism" <u>HBR</u> Finalize teams for project
2. & 3. Oct. 29 am & pm	The Current Resource and Environmental Crisis. Tragedy of the Commons, Market and Political Failures. The different sectors in green. The big problems and big opportunities in 'green' sectors.	Al Gore <u>An Inconvenient Truth</u> Ch 2. <u>Green to Gold</u> Ch 2-5, 7-8 <u>Hot, Flat, and Crowded</u> Hardin, Garrett, "Tragedy of the Commons," <i>Science</i> , 162 (1968):1243-1248 http://www.sciencemag.org/cgi/content/full/162/3859/1243 Cowen, Tyler. "Public Goods and Externalities." <i>The Concise Encyclopedia of Economics</i> . 2002. http://www.econlib.org/library/Enc/PublicGoodsandExternalities.html Ch 1-8, <u>Clean tech</u> Clean tech sector analysis due
4. Nov. 2	Entrepreneurial opportunities in sustainable living. Assessing the target market and evaluating feasibility.	ON CAMPUS session in MLK Library, followed by class session on campus SVIC initial concept proposal due
5. Nov. 9	Government Policy and Business Beyond Regulations – guest lecture by Scott Green, City of San Jose; the human forces behind greening – the	Ch 3 <u>Green to Gold</u> ; Ch 11, 12, 16, 17. <u>Hot, Flat, and Crowded</u> http://green.venturebeat.com/2010/08/02/oil-backed-prop-23-could-suspend-california-emissions-reductions-hurt-green-startups/

	role of large companies.	Entrepreneurial company profiles due
6. & 7. Nov. 12 am & pm	Alternative Strategies for going green and building competitive advantage. Greening the Supply Chain – Guest lecture by Paul Tasner, founder Pulpworks Inc.	Part 2 Intro.; Ch 4-8 <u>Green to Gold</u> Nidumolu, R., C.K. Prahalad & M.R. Ragaswami ‘Why Sustainability is now the key driver of innovation’, <u>HBR</u> , Sept. 2009. SVIC Target market & Competitive analysis due
8. Nov. 16	Selling your ‘green’ idea; Challenges & Pitfalls in implementing your idea & how to avoid them. Presenting SVIC project ideas	Ch 10 <u>Clean Tech</u> ; Ch 10 & 11 <u>Green to Gold</u> http://venturebeat.com/2010/07/08/how-cleantech-companies-looking-for-funding-can-avoid-pitfalls/ Deadline to register online for SVIC2011 on YouNoodle
Nov. 23 – No Class		
9. Nov. 30	Financing green start-ups. Sources of finance. Tying it all together.	Case: <u>Yakima Filters: From waste tires to clean water</u> : “How to Raise Capital for Your Business.” <i>Go4Funding</i> . Online. http://www.go4funding.com/Articles/Business-Funding/How-To-Raise-Capital-For-Your-Business.aspx Gangemi, Jeffrey. “Green Growth Areas for Entrepreneurs.” <i>BusinessWeek</i> . June 20, 2006. http://www.businessweek.com/smallbiz/content/jun2006/sb20060620_080126.htm Funding sources for green businesses: http://www.greenvc.org/green-funding-sources.html Ch 12 <u>Green to Gold</u> SVIC Final projects due
10. Dec. 7	Final exam	