

Request for Undergraduate Course Addition - Page 2
Additional Information Required for Undergraduate Course Addition

College: LCOB Department/Division: Mgt, Mkt & MIS Alpha Designator/Number: MGT 446

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

1. Identify by name the faculty in your department/division who may teach this course.

Dr. Margie McInerney

2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimation of money and time required to secure these items.

None

3. If this course will be required by a department/division other than your own, identify by name.

NA

4. If there are any agreements required to provide clinical experience, attach details and signed agreements.

NA

5. If library resources are deemed inadequate, attach a plan to overcome this. The plan must include the cost as stated by the Dean of Libraries.

NA

6. EQUIPMENT/SUPPLIES NEEDED TO TEACH THIS COURSE (this does not refer to additional equipment/supplies that need to be purchased; simply what materials are needed in order to teach this course successfully.):

LCOB classroom with powerpoint equipment

7. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE OR GRADUATE COURSE (please also submit to Graduate Council course addition for 5xx graduate component):

NA

8. PROVIDE A COMPLETE BIBLIOGRAPHY INCLUDING ALL PUBLICATIONS RESEARCHED TO CREATE THIS COURSE AND WHAT PUBLICATIONS MAY BE BENEFICIAL TO STUDENTS TAKING THIS COURSE (separate page).

Management 446 – Green Management

Dr. Marjorie L. McInerney

Professor of Management

MWF 11-11:50 (3 hours)

Spring 2010

Course Objectives:

1. Learn impact of environmental sustainability in terms of business opportunities and how going green has become a source of competitive advantage.
2. Latest trends in marketplace for business- environment “interface”. Use of case studies, business stories and environmental business leaders will illustrate lessons learned (successes and failures).
3. The growing use of green supply chains (from Dell Computers to Wal Mart) will increase need for business students to understand the environmental issues of packaging and energy use and carbon footprints (B2B pressure to reduce environmental impact of traditional business practices).
4. Increasing commodity prices (oil, corn, wheat, metals) have triggered supply/demand imbalances. Efficiency is critical for consumers (fuel efficient small cars) and companies alike.
5. Explore the role of government in raising environmental standards: European Union created carbon market to force company ownership of their environmental problems. Government regulation of carbon emissions, green building codes and reduced water waste are other examples that business leaders must face in the 21st Century.

Text (required paperback published with recycled paper and produced with carbon credits):

Green to Gold: How Smart Companies Use Environmental Strategies to Innovate, Create Value, and Build Competitive Advantage by Daniel C. Esty and Andrew S. Winston. John Wiley and Sons, Inc. Publishers; 2009 (revised edition).

Class Points:

Exams (3@50 points) = 150 points

Cases (2@25 points) = 50 points

Journal Articles and Class Discussion Points = 50 points

Green Project = 70 points

Class total points = 320 points

Class Schedule

Dates	Chapters	Topics
Week 1		Environmental terminology and eco-internet sites
Week 2	Chapter 1	Issues and opportunities for eco-friendly business
Week 3	Chapter 2	Eco problems and how they shape markets
Week 4	Chapter 3	Stakeholders and the green wave
Week 5	Chapter 4	Eco-advantage Strategies: reducing cost and risk
Week 6	Chapter 5	Strategies to drive revenues and create value
Weeks 7-8	Lessons from Hot, Flat and Crowded by Thomas L. Friedman	How to move forward with the green revolution
Week 9	Chapters 6-7	Understanding a company's environmental footprint
Week 10	Chapter 8	Supply Chains - greening the design
Week 11	Chapter 9	Organizational focus on environmental stewardship
Week 12	Chapter 10	Preventing the failure of eco-initiatives
Week 13	Chapter 11	Sustained competitive advantage
Week 14	Chapter 12	Carbon Traders; de-packaging design; and other green business ideas
Week 15	Presentation of green projects	

References:

Books:

Cruston, Glenn. 75 Green businesses: you can start to make money and make a difference. Entrepreneur press, 2008.

Esty, Daniel and Andrew Winston. Green to gold: how smart companies use environmental strategies to innovate, create value, and build competitive advantage. New Haven, Connecticut: Yale University Press, 2006.

Friedman, Thomas L. Hot, flat, and crowded: why we need a green revolution and how it can renew America. Farrar, Straus, and Giroux publishers, New York, 2008.

Friedman, Thomas L. The world is flat: a brief history of the twenty-first century. 3rd edition, Picador/Farrar, Straus and Giroux publishers, New York, 2007.

Gore, Al. An inconvenient truth: the planetary emerging of global warming and what we can do about it. Emmaus, Pennsylvania, Rodale, 2006.

Hawkins, Paul, Amory Lovins, and L. Hunter Lovins. Natural capitalism: creating the next industrial revolution. New York: Little Brown and Company, 1999.

Pahl, Greg. Biodiesel: growing a new energy economy. White River Junction, Vermont: Chelsea Green Publishing Company, 2007.

Journal Articles:

"Ford's green plan to drive sales" by Matt Vella and Reena Jana, Business Week, 12/8/08

"Little green lies" by Ben Elgin, Business Week, 10/29/07

"Outgreening delivers sustainable competitive advantage" by Dov Seidman, Business Week 12/5/08

"The greening of the corporation" by Heather Green, Business Week, 12/11/08