INDIANA UNIVERSITY SOUTH BEND
GRADUATE COURSES
Curriculum Change
(New Course Requests / Course Change Requests / New Program Requests)

CAMPUS ROUTE SHEET

DIVISION/UNIT/DEPARTMENT  Center for Sustainable Future/Academic Affairs

CHANGE REQUESTED:  New Course Request  Sus  5,520

SIGNATURES

Dept/Unit Chair  [Signature]  Date  7/1/10

Unit Curriculum Committee Chair  [Signature]  Date
(if applicable)

Dean/Assoc Dean  [Signature]  Date

Senate Curriculum Committee Chair  Anne Brown  Date  4/15/10

Graduate Council

Assoc Vice Chancellor Academic Affairs  [Signature]  Date  5/3/10

July 2008: revised September 2008
New Course Request

Indiana University

IU South Bend Campus

Check Appropriate Boxes: Undergraduate credit [ ] Graduate credit [ ] Professional credit [ ]

1. School/Division: Academic Affairs
2. Academic Subject Code: SUST
3. Course Number: 5520 (must be cleared with University Enrollment Services)
4. Instructor: Miller
5. Course Title: Sustainability and Innovation

Recommended Abbreviation (Optional) (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Summer IT 2011
7. Credit Hours: Fixed at 3 or Variable from to
8. Is this course to be graded S-F (only)? Yes [ ] No [x]
9. Is variable title approval being requested? Yes [ ] No [x]

10. Course description (not to exceed 50 words) for Bulletin publication: This course is designed to give students practical skills to manage sustainable innovation projects for businesses and other organizations.

11. Lecture Contact Hours: Fixed at 3.5 or Variable from to
12. Non-Lecture Contact Hours: Fixed at or Variable from to
13. Estimated enrollment: 15 of which 100 percent are expected to be graduate students.
14. Frequency of scheduling: [ ] Will this course be required for majors? No [ ]
15. Justification for new course: [ ] To offer graduate course opportunities in sustainability studies.
16. Are the necessary reading materials currently available in the appropriate library? Yes [ ]
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date: 2/16/10

Department Chairman/Division Director

Approved by:

[Signature] Date:

Dean

Date:

Chancellor/Vice-President

Date:

University Enrollment Services

Date:

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

U.P.S. 724 University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White
SUST  S520 Sustainability and Innovation  
2010 Summer II

Course Instructor: Sam Miller  
Phone: 574-596-5291  
Email: smiller@jfnew.com

Office Hours: By Appointment  
Time: 6:00-9:15 p.m. T/R  
Room: DW1250

Course Description:  
Sustainable design is an emerging driver of strategic advantage for companies and other organizations. This course is intended to give students practical skills to manage sustainable innovation projects for companies and other organizations. As part of the course, students will work in teams to identify an innovation opportunity and create a business justification exhibiting practical skills that can be immediately put to work in their professional careers.

Course Objectives:  
Students will gain an understanding of Sustainability Business Concepts; Competitive Strategy: Managing the Innovation Pipeline; Eco-Efficient and Eco-Effective Design; Sustainability Metrics and Project Justification; Brand Positioning for Strategic Advantage. Students will also Identify Emerging Opportunities Created by the Sustainability Movement; Work in a Team Setting to Develop and Present an Innovation Management Brief; Identify a Sustainable Innovation Opportunity; Develop a Business Justification; Create a Management Brief; and Present a Sustainable Innovation Recommendation to an Expert Panel.

Required Readings:  
Texts:  
Karl-Henrik Robert - The Natural Step Story: Seeding a Quiet Revolution  
Ray Anderson - Mid-Course Correction  
William McDonough and Michael Braungart - Cradle to Cradle: Remaking the Way we Make Things

Case Studies:  
Harvard Business Review - Road to Natural Capitalism (Hawken, Lovins, Lovins)  
Harvard Business Review - What is Strategy? (Porter)  
Harvard Business Review - Blue Ocean Strategy (Kim)  
National Geographic - Power Struggle (del Giudice)

Some additional on-line readings and TED web videos will also be assigned as the course progresses.
Course Format:
This course will focus on developing critical thinking and analysis skills used to advance sustainable innovation initiatives to create competitive advantage. Students will be challenged to look for real world examples of innovation opportunities and develop practical skills that will bring value to employers seeking strategic advantage through sustainable innovation. Exercises will be structured to provide opportunities for students to practice and improve innovation management best practices and become skilled in opportunity identification, concept development, project justification and concise management report writing to gain project approval from busy executives and boards of directors.

Individual Assignments:
The will be several written assignments due throughout the course. The intent is to exhibit exploration and critical thinking skills on topics related to sustainability and innovation. Assignments are due at the beginning of class on the assigned date.

Team Assignments:
This course will build towards a final team project that will culminate with a Management Brief and team presentation that provides a business justification of a sustainable innovation opportunity. Team assignments are staged throughout the term to advance the project towards the final deliverables.

Final Presentation:
A final exam will be given during the last class session. The exam will cover the entire scope of material taught during the course.

Attendance & Participation:
This course is highly interactive, so attendance and participation is very important and will factor in the final grading.

Grading:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Individual Assignments (30%)</td>
<td>300</td>
</tr>
<tr>
<td>(6 assignments @ 50 points ea.)</td>
<td></td>
</tr>
<tr>
<td>Team Assignments (50%)</td>
<td></td>
</tr>
<tr>
<td>Outline of Management Brief</td>
<td>50</td>
</tr>
<tr>
<td>1st Draft of Management Brief</td>
<td>100</td>
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<tr>
<td>Final Draft of Management Brief</td>
<td>200</td>
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<tr>
<td>Team Presentation</td>
<td>150</td>
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<tr>
<td>Class Participation (10%)</td>
<td>200</td>
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<tr>
<td>Total</td>
<td>1000</td>
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</table>

Grading Scale:
- 97% A+; 93% A; 90% A-
- 87% B+; 83% B; 80% B-
- 77% C+; 73% C; 70% C-
- 60% D; Less F

Cell phones:
Cell phones need to be turned off when you come into class.

Religious Accommodations:
If you require academic accommodations for a religious observance, please provide me with a written request to consider a reasonable modification for that observance by the
end of the second week of the course. Contact me after class, during my office hours, or by individual appointment to discuss the issue. If after discussion we reach no consensus, either party or both should seek the advice of the Dean, and if no consensus is reached, then the advice of the Vice Chancellor of Academic Affairs (VCAA). Either the instructor or the student may appeal the VCAA=s decision to the Office of Affirmative Action within ten business days of the determination.

Students with Disabilities:
If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact Jim Hassee, Director of Disabled Student Services (520-4832 or hassej@iusb.edu), as soon as possible to work out the details. Once Mr. Hassee has provided you with a letter attesting to your needs for modification please bring the letter to me.
<table>
<thead>
<tr>
<th>Week 1: Sustainability Concepts</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>7-Jul Intro to Sustainability and Sustainable Capitalism</td>
<td>None</td>
<td>None</td>
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<tr>
<td>9-Jul Enterprise-wide Sustainability</td>
<td>The Natural Step Ch 1-6 Mid-Course Correction Ch 1, 5</td>
<td>Individual Assignment: 2 page paper on emerging career opportunities</td>
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<thead>
<tr>
<th>Week 2: Strategy &amp; Innovation</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
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</thead>
<tbody>
<tr>
<td>14-Jul Corporate Strategy &amp; Strategic Advantage</td>
<td>HBR: What is Strategy? HBR: Blue Ocean Strategy</td>
<td>Team Assignment: Identify &amp; summarize 3 innovation opportunities (1 page each)</td>
</tr>
<tr>
<td>16-Jul Managing the Innovation Pipeline</td>
<td>HBR: Road to Natural Capitalism Cradle to Cradle Ch 1-2</td>
<td>Individual Assignment: 2 page paper on an example of blue ocean strategy</td>
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<thead>
<tr>
<th>Week 3: Eco-Efficiency &amp; Eco-Effectiveness</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-Jul Eco-Efficiency &amp; Eco-Effectiveness</td>
<td>Cradle to Cradle Ch 3-4 Web Video: <a href="http://www.storyofstuff.com">www.storyofstuff.com</a></td>
<td>Team Assignment: Select one innovation opportunity - Outline of Management Brief</td>
</tr>
<tr>
<td>23-Jul Design for Environment (DfE) Tools &amp; Techniques</td>
<td>Cradle to Cradle Ch 5-6</td>
<td>Individual Assignment 2 page paper Interface: Eco-Efficient or Eco-Effective</td>
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<tr>
<th>Week 4: Justification &amp; Pursuasion</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>28-Jul Metrics, Feasibility, and Justification</td>
<td>Mid-Course Correction Ch 2-4</td>
<td>Individual Assignment - Biomimicry Paper- If you could ask nature any question....</td>
</tr>
<tr>
<td>30-Jul Persuasion</td>
<td>The Natural Step Ch 7-11 HBR: Leading Change - Why Transformation Efforts Fail</td>
<td>Team Assignment - 1st draft of Management Brief on Sustainable Innovation Opportunity</td>
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<tr>
<th>Week 5: Brand Positioning</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>4-Aug Brand Positioning &amp; Greenwash</td>
<td>Mid-Course Correction Ch 6-7 NatGeo: Power Struggle (Iceland)</td>
<td>Individual Assignment: 2 page pursuasion paper on Iceland case</td>
</tr>
<tr>
<td>6-Aug Corporate Sustainability Reporting</td>
<td>The Natural Step Ch 12-13</td>
<td>Individual Assignment - 2 page paper BP: Green or Greenwash</td>
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<tr>
<th>Week 6: Looking to the Future &amp; Final Presentations</th>
<th>Pre-Readings (Prior to Class)</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>11-Aug Trends &amp; Implications, plus Team Work Sessions</td>
<td>The Natural Step Ch 14-16</td>
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<tr>
<td>13-Aug Team Presentations</td>
<td>Team Management Briefs</td>
<td>Team Assignment - Final Management Brief &amp; Presentation</td>
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