Course Number: MGT 490

Course Title: Green Economy, Innovation & Entrepreneurship

Semester: Fall 2015

Classroom:

Meeting Time:

Instructor & Office: Raul Gouvea, ASM 2106

Email & PH: rauldg@unm.edu; 277-8448

Office Hours: W/TH 15:00-17:00

I - Course Description

The development of a green economy is gathering global attention as nations undertake new economic development strategies that take into account social, environmental and economic dimensions. The implementation of an economy that is environmentally sound and sustainable is becoming a socio-economic and political necessity and an imperative. The state of New Mexico is taking firm steps to consolidate and expand its share of green companies, green technologies and green services. The green economy holds the promises to generate additional jobs and income for the state of New Mexico.

This course will address the various dimensions, challenges, and opportunities permeating the global green economy and New Mexico’s green economy, paying heed to the key drivers of the global and state of New Mexico’s green economy.

II – Course Objectives

Students will learn about the different dimensions and concepts driving the global green economy. Students will be exposed to global and national opportunities and challenges permeating the adoption of a low carbon and inclusive green economy. Additionally, the student will learn how to develop and apply basic knowledge and skills related to the green economy. In addition, the student will also understand the sustainable challenges and opportunities permeating the global business environment.

The course will also showcase New Mexico’s expanding Green Economy.

III – Grading:
a) **Group Project:** a group of no more than 5 students will assess the “green status” of a New Mexican Company and propose green strategies to upgrade its sustainability status. (60% of final grade)
b) **Exam I** (20%), **Exam II** (20%).

V – **Academic Integrity:**

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at ASM, the student accepts the ASM Academic Honesty Code and affirms the following pledge: “I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.” For full text of ASM’s academic honesty code, please visit [http://www.mgt.unm.edu/honesty](http://www.mgt.unm.edu/honesty)

VI - **ADA Statement**

Reasonable accommodations will be given to any individual with a disability. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

VII – **Course Content**

1. **The Green Economy: An Introduction**
      [www.ipcc.ch](http://www.ipcc.ch)
      [www.newclimateeconomy.report](http://www.newclimateeconomy.report)

2. **Business & Sustainability – Triple Bottom Line**

3. **Leading Corporate Sustainability Issues**
      [www.ciras.iastate.edu](http://www.ciras.iastate.edu)

4. Green Economy: Workforce Implications

5. Business Engagement with Climate Change

6. Building an Inclusive Green Economy
   c) UNEP (2013). Building Inclusive Green Economies: Success Stories from South-South Cooperation. www.unep.org

7. Ethics, Governance, and Sustainability
   c) SHRM Foundation (2012). HRM’s Role in Corporate Social and Environmental Sustainability. www.shrmfoundation.org

8. Trade & Sustainable Development
   c) UNEP (2013). The Green Economy and Trade: Trends, Challenges and Opportunities. www.unep.org

9. Green Cities
   b) LSECities (2013). Going Green: How Cities are Leading the Next Economy. www.globalurban.org

10. Green Procurement Policies

11. Eco-Innovation
    b) Doranova, Asel., Van Der Veen, Geert., and Roman, Laura (2015). Eco_innovation: What Approaches can Make Regions both Smart and Sustainable?” www.interrewg4c.edu

12. Nanotechnology & the Green Economy


e) UNESCO (2012). Green Accounting and Data Improvement for Water Resources.


14. New Mexico’s Green Economy


b) Metropolitan Policy Program at Brookings (2011). “Sizing the Clean Economy in the State of New Mexico.”


http://brendanmiller.com