

SEMBA Course Curriculum 2015-2016

Summer Preparation (self-paced, online)

Accounting Fundamentals for Non-Financial Managers

MODULE 1: Foundations of Management

World Challenges: Physical and Social Realities - Business Strategy for a Sustainable World Finance for Innovators - Sustainable Brand Marketing - Teamwork and Collaboration for Sustained Innovation - Business Economics - Entrepreneurial Leadership and Mindset - Leadership Seminar

MODULE 2: Building A Sustainable Enterprise

Business Sustainability and Public Policy - Crafting the Entrepreneurial Business Model - Marketing Decision Making Under Uncertainty - Organizing for Sustainable Transformation - Finance for Innovators - Cost Models for the Transformational Enterprise - Leadership Seminar

PRACTICUM Planning

Initial Framing, List of Projects Ideas/Opportunities

MODULE 3: Growing A Sustainable Enterprise

Managing and Leading for Sustainable Innovation - Sustainable Operations and Green Supply Chains - Business, Communities, and Sustainability - Law as a Framework for Entrepreneurial Business - Sustainable Toolkit I - Financing a Sustainable Venture - Leadership Seminar

MODULE 4: Focusing on Sustainability

Sustainable Technology Commercialization - Driving Innovation from the Base of the Pyramid - Entrepreneurial Family Business - Regulatory Issues for the Entrepreneur - Sustainable Energy Technology and Policy - Systems Tools for Sustainability - Sustainable Toolkit II - Service Operations & Sustainability - Leadership Seminar

PRACTICUM: Sustainable Entrepreneurship in Action

Practicum Pitch, Summer Project, & Final Report and Presentation to Corporate Sponsor

SEMBA CURRICULUM 2015-2016

SEMBA Module	Module & Course Title	Credits	Dates & Instructor
Pre-Module 1	<i>Summer Preparation (self-paced, online)</i>		Jul 13 - Aug 7, 2015
	Accounting Fundamentals for Non-Financial Managers	1	Joanne Pencak
Total August Term Credits:		1	
Module 1 - MBA 301	<i>M1: Foundations of Management</i>		Aug 31-Oct 21, 2015
301.01	World Challenges: Physical and Social Realities	1	S. Hart, S. Sharma, & T. Ricketts
301.02	Business Strategy for a Sustainable World	2	Stuart Hart
301.03	Finance for Innovators	2	Chuck Schnitzlein
301.04	Sustainable Brand Marketing	2	Carolyn Bonifield
301.05	Teamwork and Collaboration for Sustained Innovation	1	David Jones
301.06	Business Economics	1	Rick Vanden Bergh
301.07	Entrepreneurial Leadership and Mindset	1	Dita Sharma
	Leadership Seminar	0	Joe Fusco
Total Module 1 Credits:		10	
Module 2 - MBA 302	<i>M2: Building A Sustainable Enterprise</i>		Oct 26 - Dec 18, 2015
302.01	Business Sustainability and Public Policy	2	Rick Vanden Bergh
302.02	Crafting the Entrepreneurial Business Model	2	Erik Monsen
302.03	Marketing Decision Making Under Uncertainty	1	Tom Noordewier
302.04	Organizing for Sustainable Transformation	2	David Jones
302.05	Finance for Innovators	1	Chuck Schnitzlein
302.06	Cost Models for the Transformational Enterprise	1	Joanne Pencak
	Leadership Seminar	0	Joe Fusco
Total Module 2 Credits:		9	
Winter (J) Term	<i>Practicum Planning</i>		Jan 11 - Jan 15, 2016
303.01	Initial Framing, List of Project Ideas/Opportunities	1	Stuart Hart
Module 3 - MBA 303	<i>M3: Growing A Sustainable Enterprise</i>		Jan 19 - Mar 16, 2016
303.02	Managing and Leading for Sustainable Innovation	2	David Jones
303.03	Sustainable Operations and Green Supply Chains	2	Jie Zhang
303.04	Business, Communities, and Sustainability	1	Prem Timsima (CDAE)
303.05	Law as a Framework for Entrepreneurial Business	1	Oliver Goodenough (VLS)
303.06	Sustainability Toolkit I	1	Stuart Hart & David Jones
303.07	Financing a Sustainable Venture	1	Cairn Cross
	Leadership Seminar	0	Joe Fusco
Total Winter + Module 3 Credits:		9	
Module 4 - MBA 304	<i>M4: Focusing On Sustainability</i>		Mar 21 - May 10, 2016
304.01	Sustainable Technology Commercialization	2	Erik Monsen & Corine Farewell
304.02	Driving Innovation from the Base of the Pyramid	1	Stuart Hart
304.03	Entrepreneurial Family Business	1	Dita Sharma
304.04	Regulatory Issues for the Entrepreneur	1	Mark Latham (VLS)
304.05	Sustainable Energy Technology and Policy	1	Kevin Jones (VLS)
304.06	Systems Tools for Sustainability	1	Jac Geurts (Visiting Scholar)
304.07	Sustainability Toolkit II	1	Stuart Hart & David Jones
304.08	Service Operations & Sustainability	1	Jie Zhang
	Leadership Seminar	0	Joe Fusco
Total Module 4 Credits:		9	
Practicum - MBA 305	<i>Sustainable Entrepreneurship in Action</i>		May 23 - Aug 12, 2016
305.01	Practicum Pitch (May 13), Summer Project, & Debriefing	7	Stuart Hart
Total Summer Practicum Credits:		7	
Total Program Credits:		45	