

**Course:** MGMT 5019 Business, The Natural Environment, and the Global Economy  
**Credits:** 2 credits  
**Prerequisites:** MBA Student

## Description

This course addresses business strategies that affect the natural environment and the ways business strategies and practices can produce “win-win” outcomes that are both good for the environment and good for business.

Some companies have found that environmental protection and the economic bottom line can go hand in hand. The goal of this course is to explore the question of when and how that happens. Under what conditions can “greening’s” impact on business be positive? The focus is on “cleaner” energy (renewables like wind, solar, and biofuels and energy efficiency). The rationales for moving in this direction include the environment, the economy, and national security. This movement depends on many factors. Venture capital, if it bankrolls game changing technology that achieves wide-scale applicability, can play a unique role. The purpose of the course is to learn about the role that venture capital can play in the movement toward “cleaner” energy.

## Learning Outcomes

In this course you will learn about the potential for game changing technological in the field of “cleaner” energy. Learning outcomes will be mastery of factors that may help to foster this movement, specifically the role of:

- Technology
- Venture capital
- Start ups
- Competitive fuels
- Government policy

The outcomes are not only to understand these drivers but what are the implications for investors, managers, and government policy makers. How should they respond?