

## ENBUS 203: GREEN ENTREPRENEURSHIP

**Professor:** Dr. Heather Hall

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**Virtual Office Hours:** Tuesdays and Thursdays 1:00pm-2:00pm by appointment; Also available to schedule appointments at another mutually agreed upon time.

**Delivery of Course Material:** Material for this course will be delivered by the LEARN system. Go to <https://learn.uwaterloo.ca/>

**Teaching Assistants (TAs):** Mackenzie Crabbe, [mcrabbe@uwaterloo.ca](mailto:mcrabbe@uwaterloo.ca) & Matt Burdett, [mtburdett@uwaterloo.ca](mailto:mtburdett@uwaterloo.ca)

### Course Calendar Description

This course examines the role of entrepreneurship in finding solutions to environmental challenges. Discussions will focus on understanding entrepreneurship and the forces that are shaping contemporary green entrepreneurship. Students will also be introduced to the entrepreneurship process by assessing an environmental challenge, finding a solution, and developing a green business model.

### Course Description & Objectives:

Environmental issues, including climate change, are some of the most pressing concerns of the 21<sup>st</sup> Century. This course examines the role of green entrepreneurship in finding solutions. This course is divided into two main parts. The first investigates the concept of green entrepreneurship. Questions to be explored include: What is green entrepreneurship? What forces are shaping contemporary green entrepreneurship? What is the entrepreneurship ecosystem? What support is available for entrepreneurs? The second part of this course introduces the entrepreneurship process by assessing an environmental challenge, finding a solution, and developing a green business model. By the end of this course, students will:

- Gain a greater understanding of the concept of green entrepreneurship including the drivers, challenges and support available;
- Learn how to assess environmental challenges and find solutions;
- Learn about the entrepreneurship process; and
- Gain entrepreneurial skills (e.g. team work, meeting deadlines, speaking and writing succinctly, creating, opportunity recognition, decision-making)

### Course Prerequisite:

Level at least 2A

Anti-requisite: MGMT 220/ARBUS 200/201

## GRADE BREAKDOWN:

Activities & Assignments	Assessment
Weekly Module Activities & Assignments	5%
Quiz on Entrepreneurship	5%
Quiz on Support for Entrepreneurship	5%
Concept Paper – The Role of Incubators in Supporting Entrepreneurship	25%
Reflection Assignment – Can Green Entrepreneurship Save the World	10%
Team Project – Green Entrepreneurship Business Model	40%
Reflection Assignment – Being a Green Entrepreneur	10%

## YOUR INSTRUCTOR



My name is Professor Heather Hall! I'm originally from Northern Ontario and I have lived and worked across Canada - from Newfoundland and Labrador to Saskatchewan. I once lived in a mine headframe in Cobalt, Ontario, I've gone cod 'jigging' off the coast of Newfoundland, and watched polar bears in Churchill, Manitoba. I have a passion for researching innovation and economic development in rural and Northern Canada and I'm currently leading a national project called "Remote Controlled" exploring the impacts of new technologies on the future of work and economic development in the mining and agricultural sectors in Canada. I teach ENBUS 203 in the Environment and Business program and I am the Director of the Masters of Economic Development and Innovation program where I teach several courses. Welcome to ENBUS 203; I really hope you enjoy the course!

## ANNOUNCEMENTS

Your instructor uses the Announcements widget on the Course Home page during the term to communicate new or changing information regarding due dates, course content, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click Show All Announcements.

## **DISCUSSIONS**

We have created an **Ask the Instructor** discussion forum. Use the Ask the Instructor Forum when you have a question that may benefit the whole class. Also, check this forum to see if your question has already been answered before reaching out to your instructor.

## **MATERIALS AND RESOURCES**

All resources can be acquired and downloaded either through Course Reserve or via the links provided. Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

**Important notes about Library resources:** [Library COVID-19: Updates on library services and operations.](#)

## **Course Policies**

### **POLICY ON LATE SUBMISSIONS**

Submissions received up to 24 hours after the due date and time indicated above will have a 10 per cent penalty applied to them (of the 100 available per cent for that assignment). Submissions received 24-48 hours AFTER the due date and time indicated above will have a 20 per cent penalty applied to them (of the 100 available per cent for that assignment). Students not handing in their submissions within TWO DAYS of the due date and time will receive a mark of zero on that assignment. Exceptions will be made in extraordinary circumstances (usually related to medical emergencies supported by documentation). Students anticipating that their assignment will be submitted late are encouraged to contact the course instructor at the earliest possible time.

### **PROTOCOL FOR CONTESTING GRADED ASSIGNMENTS**

Upon receipt of your graded assignment should you wish to contest the grading of your assignment (outside of simple errors in the addition of marks) the following protocol must be followed:

1. Read comments provided thoroughly.
2. After 24hours, submit an email to the course instructor detailing why your assignment warrants a review. Please be sure to provide specific examples and justification as to why you feel your grade should be reconsidered.
3. The instructor will then review the stated reasons and decide whether re-grading of the assignment is warranted.
4. Should the instructor deem that re-grading is warranted, the instructor will then ask the student whether they would like their assignment re-graded, recognizing that the student's grade could go up or down depending on the instructors' assessment.

5. The student can choose to either have the instructor go ahead with re-grading the entire assignment or stick with their original grade.

### **COURSE MATERIAL IS INTELLECTUAL PROPERTY FOR YOUR USE ONLY**

All materials included in the course (e.g., PowerPoint slides) are made available digitally for your convenience, and are accessible through the LEARN course page. THIS IS NOT A RIGHT BUT A PRIVILEGE. Please note that the use of these materials is intended for students currently enrolled in ENBUS 203 only. The distribution of PDF files, PowerPoint slides or any other media, either to individuals or to third-party websites (e.g., CourseHero) is strictly prohibited. If there is any evidence that students have distributed materials from this course, the instructor will remove posted material, and cease posting intellectual property (e.g., PowerPoint slides) online and may pursue disciplinary action against the student(s) in question.

### **ELECTRONIC COMMUNICATIONS**

- Electronic communication with TAs and Course Instructors must be sent through LEARN.
- The instructor and TAs will try to reply to inquiries from students within two business days. Please ensure that you include the course name and code in the email subject (e.g. ENBUS 203) and be sure to include your name.
- Make sure you consult the course syllabus, LEARN and other course materials before submitting inquiries through LEARN. The instructor and TAs will not respond to any requests or messages sent via personal email accounts or social media. **Queries made near the due dates of assignments or tests may not be answered.**
- Inquiries that require more than a 'yes' or 'no' answer might require an appointment during office hours.

## **University Academic Policies**

**INTELLECTUAL PROPERTY:** Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a student's educational experience. However, sharing this intellectual property without the intellectual

property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).

**ACADEMIC INTEGRITY:** In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

**GRIEVANCE:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

**DISCIPLINE:** A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**APPEALS:** A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#).

**NOTE FOR STUDENTS WITH DISABILITIES:** [AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

**TURNITIN.COM:** Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

**MENTAL HEALTH:** The University of Waterloo, the Faculty of Environment and our Departments consider students' well-being to be extremely important. We recognize that throughout the term students may face health challenges - physical and / or emotional. **Please note that help is available.** Mental health is a serious issue for everyone and can affect your ability to do your best work. Counselling Services <http://www.uwaterloo.ca/counselling-services> is an inclusive, non-judgmental, and confidential space for anyone to seek support. They offer confidential counselling for a variety of areas including anxiety, stress management, depression, grief, substance use, sexuality, relationship issues, and much more.

**RELIGIOUS OBSERVANCES:** Please inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.

**UNCLAIMED ASSIGNMENTS:** Unclaimed assignments will be retained until one month after term grades become official in quest. After that time, they will be destroyed in compliance with UW's [confidential shredding procedures](#).

**RECORDING LECTURES:** Use of recording devices during lectures or meetings is only allowed with explicit permission of the instructor of the course. If allowed, video recordings may only include images of the instructor and not fellow classmates. Posting of videos or links to the video to any website, including but not limited to social media sites such as: facebook, twitter, etc., is strictly prohibited.

**CORONAVIRUS INFORMATION:** [Coronavirus Information for Students](#) This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

## **TERRITORIAL ACKNOWLEDGEMENT**

We acknowledge that we live and work on the traditional territory of the Attawandaron (Neutral), Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River.