GBUS 807  Sustainability In-Depth: Studies of Schumpeterian Innovation

**Sustainability In-depth: Studies of Schumpeterian Innovation** is offered in the late spring and is intended as a seminar-style 15 session course that serves as a sequel to Sustainable Innovation and Entrepreneurship which is offered in January-March. Interested students need to have taken the first course (or show sufficient background) in order to take this seminar. The “in-depth” focus provides an opportunity for students to delve more deeply into sustainable business topics. For those not familiar with the phrase, sustainable business is the private sector's effort to implement ecologically/socially sensitive policies and practices to prevent our industrial activities from undermining the vitality and health of ecosystems on which we depend. See GBUS 606 description for more information.

**Objectives of the Seminar:** To give MBA, Darden doctoral students, and cross-registered UVA graduate students an opportunity to read and discuss topics related to the history, emergence, theories, frameworks, technologies, new products, business strategies and practices, and the international attention around the rapidly emerging and changing arena of “sustainable business.”

**GBUS 806 Sustainable Innovation and Entrepreneurship** is designed more for MBA students and is introductory in nature, allowing students to gain an overview of this emerging field of activity with a focus on implementation. The Sustainability In-Depth seminar provides students the opportunity to explore in more detail through small-group discussion and in-depth papers, specific aspects that interest them in this fast growing frontier of innovation.

**Course Content:** Students will read books and articles that present the ideas behind the sustainable development movement. These ideas will be analyzed in the context of readings on Schumpeterian entrepreneurship and more recent writings in the fields of entrepreneurship and ecological economics. Joseph Schumpeter was the early 20th century economist who studied entrepreneurship and who coined the phrase “creative destruction” as the change impulse in capitalism. Students will choose a particular topic to research in depth and present to the class at the end of the course. Grading will be based on participation in weekly discussions, and a project presentation and paper. A small number of guests will be invited to gain a better understanding of the approaches and ideas coming to the fore in this emerging field.