

ENBUS 203 - Green  
Entrepreneurship  
Fall 2022  
Brendan Wylie-Toal  
Class size: 96  
**Used with Permission**

School of Environment, Enterprise and Development  
Faculty of Environment,  
University of Waterloo

Fall 2022

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## ENBUS 203: GREEN ENTREPRENEURSHIP

**Instructor:** Brendan Wylie-Toal

**Email:** [bwylieto@uwaterloo.ca](mailto:bwylieto@uwaterloo.ca)

**Office Hours:** EV3-4326, Tue and Thurs 5:00-6:30pm – *please email to schedule an appointment during this time*. Also available to schedule appointments at another mutually agreed upon time.

**Class Schedule:** EV3 1408, Tuesdays and Thursday, 6:30pm-7:50pm

Most course material will be delivered during twice weekly lectures. Assignments, class notes, and other resources will be available on the LEARN system. The ENBUS 203 course can be accessed in learn.

**Teaching Assistants (TAs):** Amaryah DeGroot [a9degroot@uwaterloo.ca](mailto:a9degroot@uwaterloo.ca) ; Mariam Rana [mm5rana@uwaterloo.ca](mailto:mm5rana@uwaterloo.ca)

### TERRITORIAL ACKNOWLEDGEMENT

*The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River. Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within our Indigenous Initiatives Office.*

### 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 entrepreneurship and green business more specifically? What's more important to business success- the entrepreneur or the business idea? How do you identify a business opportunity and develop a product or service

to capture it? The second part of this course explores the role of strategy and business models in helping to create financial value for the entrepreneur while simultaneously redressing the environmental problem at the core of the business. By the end of this course, students will:

- Understand the central concepts of entrepreneurship in general, and green entrepreneurship more specifically
- Apply that knowledge and gain experience in entrepreneurship by identifying, developing and proposing a concept for a new green venture
- Recognize the personal attributes important to entrepreneurship
- Recognize the challenges of navigating ambiguity and gain experience in self-managing your learning

**Course Prerequisite:**

Level at least 2A

Anti-requisite: MGMT 220/ARBUS 200/201

**GRADE BREAKDOWN:**

Items	Weight	Due Date
Weekly Activities/Participation	10%	On-going
Quiz 1	10%	Oct 4 <sup>th</sup> , 8:30pm
Quiz 2	10%	Nov 17 <sup>th</sup> , 8:30pm
Start of Term Paper: the entrepreneur and the enterprise	20%	Sept 28 <sup>th</sup> , 11:00pm
End of Term Reflection	10%	Dec 4 <sup>th</sup> , 11:00pm
Major Assignment: Team Green-Venture Challenge <ul style="list-style-type: none"> <li>• Problem Brief</li> <li>• Solution Brief</li> <li>• Strategy Brief</li> <li>• Business Model</li> <li>• Pitch (due Nov 29<sup>th</sup> @ 11pm)</li> </ul>	40%	Dec 11 <sup>th</sup> , 11:00pm

**ASSIGNMENTS**

**Activities (10% of final grade)**

As part of our weekly classes, we will break for activities and/or discussion. These activities are pass-fail and are used to ensure that you are actively participating in the class and engaging with the course content. The activities may require you to use the internet and access LEARN. Please bring a device to class that allows you to access the internet.

**Quizzes (10% per quiz for 20% of final grade)**

The course will have two quizzes to summarize your learning of entrepreneurship theory and concepts. They will include material from Weeks 1-5 and 6-10. Please review all content as well as all required readings and resources before starting this quiz. There are 10 questions, including multiple-choice, matching, and true or false. While taking the quiz you may refer to paper notes if needed.

## Start of Term Paper: The Entrepreneur and the Enterprise (20% of final grade)

Success in entrepreneurship requires more than the right business idea. It also requires the right entrepreneur, with knowledge, mindsets, and skills that complement the business opportunity. In many cases, these attributes need to be prioritized by the entrepreneur and actively developed. Further, entrepreneurship is an inherently self-directed, ambiguous, and variable process.

In this paper, you will explore the importance of personal competencies to success in entrepreneurship, including the importance of being self-directed in your learning.

## End of Term Reflection (10% of final grade)

As a follow-up to your start of term paper, you will be required to write a 3 page reflect on your experiences and personal growth during the term. There will be a focus on the skills, mindsets, and competencies you may or may not have improved.

## Major Assignment: Green Venture Challenge (40% of final grade)

Learning about entrepreneurship has little value in the absence of practicing entrepreneurship. Throughout the term, you and 3-4 peers will work together to build a concept for a new green business. As a class, we will use a stage-gate process to track and manage the progress of each start-up team, giving the whole class visibility into the pace of progress and lessons learned by you and your peers. As part of the challenge, each team will complete a problem and solution brief, an overview of the strategy and logic behind the business, as well a business model for the new enterprise. In addition to summarizing these details in a final report, each team will pitch their business to the class at the end of the term.

This major assignment is intended to give you a chance to interact with and apply the concepts we discuss during our lectures. You are expected to present a coherent green business concept, with the individual assignment components being well considered and logical.

This assignment has several components, and each component has a recommended completion date. *The full portfolio is due Sun Dec 11<sup>th</sup> at 11:00pm, the end of the last week of classes.*

## Course Schedule

Week	Lecture/Activity Topic	Assignment Milestones
1	Entrepreneurship principles: the enterprise and the entrepreneur	NA
2	Systems Change and Green Entrepreneurship	NA
3	Market research and start-up life cycles	NA
4	Managing new product development	Start of Term Paper Due
5	Quiz 1 and Problem Definition Lab	Quiz #1
READING WEEK		
6	Introduction to business models and value creation and capture	Suggested Problem Brief Deadline
7	Business strategy and how to reach and relate to your customers	Suggested Solution Brief Deadline
8	Dimensions of a Business Model: the canvass	Suggested Strategy Brief Deadline
9	Key Resources and Start-up Ecosystems	NA
10	Quiz 2 and the Start-Up Pitch	Suggested Business Model Deadline
11	Business Model Lab and Guest Speaker	NA
12	Guest Speaker and Pitch Day 1	Green Venture Pitch Due
13	Pitch Day 2	Reflection Paper Due
NA	NA	Green Venture Portfolio Due Dec 11th

## **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.