**NEW**

PROGRAM PROPOSAL

WEBER STATE UNIVERSITY

**Submission Date: Spring, 2010**

**College: Goddard School of Business & Economics**

**Department: Master of Business Administration (MBA) Program**

**Program Title: Certificate in Environmental Sustainability for Business**

**1. Complete Program Description**

The Certificate in Environmental Sustainability for Business is designed for graduate students to explore and evaluate how business organizations can address environmental issues to meet societal needs and create competitive advantages. Students must complete 12 credit hours of existing MBA elective courses in environmental sustainability, namely

Managing for Environmental Sustainability

Accounting & Finance for Environmental Sustainability

Environmental Economics for Sustainable Business

Consulting Project in Environmental Sustainability

Students who complete these four courses will be awarded the Certificate in Environmental Sustainability for Business.

The certificate can be completed in conjunction with the MBA Program at the Goddard School of Business and Economics or as a stand-alone certificate.

**2. Purpose of Degree**

The purpose of the degree is to provide graduate students with the knowledge and skills necessary to evaluate environmentally sustainable business practices. Specifically, certificate recipients will be able to identify the importance of sustainable business practices to the firm and to society; understand the interdependence between markets and the environment; and be able to make recommendations for improvement.

**3. Institutional Readiness**

Currently available University, College, and MBA Program level systems and processes will fully support the needs of students seeking the certificate (i.e., Program Application, Admissions, Registration, Advising, Records, Graduation, etc.).

The certificate is for graduate students only and will not impact undergraduate or lower-division education. Faculty will be deployed such that undergraduate and graduate student needs are met.

**4. Faculty**

There is no need for additional faculty to support the certificate. Currently available faculty are prepared academically to teach the courses and to provide mentoring of students in the consulting project. All faculty are full-time and tenured.

Faculty development in the area of environmental sustainability will occur via funding sources in the faculty member’s academic department, as well as in the Goddard School of Business & Economics, the University, and private and public grants.

**5. Staff**

No additional staff is needed to support the certificate.

**6. Library and Information Resources**

The WSU Library currently provides the needed resources for this certificate.

**7. Admission Requirements**

Students who are admitted to the Weber State University MBA Program are allowed to pursue the Certificate. The MBA Program’s admission decisions are based on GMAT score, undergraduate degree and GPA, work experience, essay writing, letters of recommendation (international students must have a foreign transcript evaluation and have an acceptable TOEFL score). Applications are due by May 1st and November 1st each year.

For students seeking the stand-alone certificate, admission decisions will be based on the following: undergraduate degree and GPA, work experience, a letter of intent, and an interview with the Environmental Sustainability Committee within the MBA Program.

Students seeking the stand-alone certificate will not be allowed to enroll in other MBA courses without being admitted into the MBA Program.

**8. Student Advisement**

General advising will be provided by the office staff, enrollment director, and program director.

Each student will create a plan of study with the assistance of the enrollment director.

Subject matter mentoring will be provided by faculty.

Students will be assigned a faculty member to mentor the student through the consulting project.

**9. Justification for Graduation Standards and Number of Credits**

This certificate surpasses the institutional requirement of 10 credit hours as found in the PPM 4-1.

**10. External Review and Accreditation**

This certificate program will be subject to accreditation standards under AACSB International (The Association to Advance Collegiate Schools of Business). The faculty associated with this program are each academically qualified and are publishing in areas related to the subjects to which they are assigned.

**11. Projected Enrollment (seeking the certificate)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Student Headcount | # of Faculty | Student-to-Faculty Ratio | Accreditation Req’d Ratio |
| 1 | 6 | 3 | 2 to 1 | N/A |
| 2 | 9 | 3 | 3 to 1 | N/A |
| 3 | 12 | 3 | 4 to 1 | N/A |
| 4 | 15 | 3 | 5 to 1 | N/A |
| 5 | 18 | 3 | 6 to 1 | N/A |

Actual Enrollment:

|  |  |  |  |
| --- | --- | --- | --- |
| Course | Description | Semester | Enrollments |
| MBA 6700 | Managing for Environmental Sustainability (This course was revised for Fall 09. It had been scheduled annually for 5 years previously) | Fall 09 | 26 |
| MBA 6710 | Accounting & Finance for Environmental Sustainability | Fall 09 | 4 |
| MBA 6720 | Environmental Economics for Sustainable Business | Spring 10 | 10 |
| MBA 6730 | Consulting Project in Environmental Sustainability | Summer 10 |  |

**12. Expansion of Existing Program**

The Certificate in Environmental Sustainability in Business is not an expansion of the existing MBA Program, but instead represents specialized knowledge based on the successful completion of four elective courses in the MBA Program.

**Need**

**13. Program Need**

Energy efficiency and carbon management, green business, and sustainability are headlines in today’s economy. Further, AACSB has held conferences dedicated to environmental sustainability in business as part of a larger agenda in corporate social responsibility. Climate change has been a controversial topic, yet there is consensus that the production of greenhouse gases (carbon dioxide, methane, etc.) by humans is causing rising temperatures. While there is great uncertainty as to the impact on sustainability, and economic and social systems of climate change, society is seeing investments in infrastructure and energy efficiency at private and public levels. In 2009, Utah Business initiated a program of awards “to honor companies and communities with programs/initiatives that promote environmental sustainability.” Locally, facilities management at Weber State University has created the position, Energy & Sustainability Manager, specifically hired to manage, account, and make recommendations for the University’s energy processes. An MBA program in environmental sustainability for businesses mobilizes ready workers with ready jobs in the business field.

**14. Labor Market Demand**

According to a *New York Times* article, **“…**the number of green jobs in the United States grew 9.1 percent between 1998 and 2007, about two and a half times faster than job growth in the economy as a whole.” (<http://greeninc.blogs.nytimes.com/2009/06/10/study-cites-strong-green-job-growth/>, accessed February 11, 2010). According to the same article, two neighboring states, Idaho and Colorado, had among the highest percentage of total jobs in the “clean energy economy.” While Utah lags its neighboring states in the percentage of clean jobs, in 2007, there were approximately 5,400 jobs devoted to clean energy (this represents 0.40% of all jobs).

Recent examples of job opportunities can be found at the following web site:

[**http://www.environmentalcareer.com/**](http://www.environmentalcareer.com/)

The U.S. Labor Department awarded $190 million in green-jobs training grants to 34 states as part of American Recovery and Reinvestment Act of 2009

**15. Student Demand**

Based on a survey of 99 current MBA students, nearly one-third showed a level of interest in a concentration in Environmental Sustainability. From the survey, it was projected that 10 to 20 students would enroll in environmental sustainability courses each year.

**16. Similar Programs**

Numerous degree, certificate and minor programs have been introduced by universities domestically and internationally. Excellent examples of incorporating environmental sustainability into the business curriculum include the minor and certificate programs at the University of Massachusetts – Dartmouth, an MBA emphasis in environmental sustainability at both San Francisco State and the University of South Carolina, etc.

In Utah, the University of Utah, Brigham Young University, Utah Valley University, and Utah State each have curricula dedicated to environmental sustainability.

* University of Utah has a new Office of Sustainability and Environmental Studies with approximately 200 students in the program.
* Utah Valley University has an Environmental Studies program and an Environmental Management degree. They have several hands-on exercises such as making biofuels in class.
* USU has a new Sustainability program which offers approximately 60 courses that deal with various sustainability issues.

**17. Collaboration with and Impact on Other USHE Institutions**

To date, there is no comparable program offered at other USHE institutions. The proposed curriculum was presented at the Bioneers Conference (2009) at Utah State University.

**18. Benefits**

The proposed program received the “Green Pioneers” award from Utah Business for creating graduate curriculum targeting environmental sustainability for business. To date, no other USHE institution offers such a program. Weber State University will attract students who recognize the relationship between environmental responsibility, sustainable business practices, and strategic competitiveness.

An attractive feature of the proposed program is the consulting project where students get hands-on experience working with local organizations on their environmental-competitiveness and strategy. This interaction between the University and community will produce goodwill toward Weber State University.

**19. Consistency with Institutional Mission**

The Certificate in Environmental Sustainability for Business is consistent with the University’s mission in the following ways:

The WSU mission states that “The University provides excellent educational experiences for its students through extensive personal contact among faculty, staff and students in and out of the classroom.” The Certificate in Environmental Sustainability for Business is comprised of four elective MBA courses. Three of the courses are taught using the hybrid delivery format common among all MBA classes with eight weeks of face-to-face interaction enhanced by online discussions and learning activities. A fourth class is required that places students in a consulting project in the community.

Moreover, the mission states “To accomplish its mission, the university, in partnership with the broader community, engages in research, artistic expression, public service, economic development, and community-based learning experiences…” The consulting project will provide MBA students seeking the certificate the opportunity to consult with an existing organization, evaluate its sustainable business practices, make recommendations for improvements, and assist in implementing changes in the organization.

Projects must allow students the opportunity to:

1. Identify connections between organizational strategy and environmental sustainability in business practice.
2. Evaluate environmental sustainable business practice through the application of financial assessment models.

Specifically,

* 1. Measure current baseline of sustainable business practices (or lack thereof).
  2. Estimate the potential impact of sustainable business practices
  3. Measure the actual impact of sustainable business practices

The impact may be measured in terms of its effect on

The Environment

Economic Development

Revenues

Expenses

Organizational Culture

Customer Base

Competition

1. Manage the project using project manager skills and a project management methodology
2. Research environmental sustainability as it applies to the organization and to the project’s requirements.
3. Interact with a faculty mentor and other subject matter experts in the field of environmental sustainable business practice.
4. Provide at least 150 hours of unpaid work.

**Program and Student Assessment**

*Program assessment and performance standards information, which is required for Regents’ review, will serve as information only during University Curriculum Committee review.*

**20. Program Assessment**

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| --- | --- |
| **Learning Outcome** | *Goddard School MBA graduates with a certificate in*  *Environmental Sustainability for Business will evaluate sustainable*  *business practices* |
| **Objectives** | 1. MBA students will be able to identify the importance of sustainable business practices to the firm and to society 2. MBA students will understand the interdependence between markets and the environment 3. MBA students will be able to evaluate sustainable business practices and make recommendations for improvement. |
| **Standard** | MBA students will score on average above 80% on the assessment methods. |
| **Methods of Measure** | **Objective 1**  Course-embedded: Class assignment in MBA 6700 – Managing for Environmental Sustainability.  **Objective 2**  Course-embedded: Class assignment in MBA 6720 – Environmental Economics for Sustainable Business.  **Objective 3**  Course-embedded: Class assignment in MBA 6710 – Accounting & Finance for Environmental Sustainability.  Graduate Consulting Project in MBA 6730 – Consulting Project in Environmental Sustainability. |

**21. Expected Standards of Performance**

The learning outcomes listed above were selected based on the combined subject-matter expertise of the members of an Environmental Sustainability task force. The task force, in conjunction with the Goddard School’s Assurance of Learning Committee, determined that the outcomes and objectives could best be assessed formatively in the classroom using course-embedded assessment methods. It was also determined that the achievement level of students could best be assessed summatively with a graduate consulting project in which students must perform satisfactorily to the requirements outlined by their “client.”

**Program Curriculum**

**22. All Program Courses**

The following courses are required for students to earn the Certificate, however they are elective courses within the MBA Program.

|  |  |  |
| --- | --- | --- |
| Course Prefix & Number | Title | Credit Hours |
| Course Courses |  |  |
| MBA 6700 | Managing for Environmental Sustainability | 3 |
| MBA 6710 | Accounting & Finance for Environmental Sustainability | 3 |
| MBA 6720 | Environmental Economics for Sustainable Business | 3 |
| MBA 6730 | Consulting Project in Environmental Sustainability | 3 |
|  | Sub-Total | 12 |
| Elective Courses |  |  |
|  | Sub-Total |  |
| Track/Options |  |  |
|  | Sub-Total |  |
|  | Total Number of Credits | 12 |

**23. New Courses to be Added in the Next Five Years**

No additional courses are planned.

**INFORMATION PAGE**

Did this program proposal receive unanimous approval within the Department? \_\_\_\_ If not, what are the major concerns raised by the opponents?

Explain how this program will differ from similar offerings by other departments. Also explain any effects this proposal will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program**.

**A Master’s Degree program** must have a **minimum of 30 credit hours with a maximum of 36 credit hours**.

**A Bachelor** of Arts, Bachelor of Science, Bachelor of Fine Arts, Bachelor of Music, or Bachelor of Integrated Studies must have a **minimum of 120 credit hours with a program maximum of 126 hours** (This is a state system-wide requirement). Exceptions for the maximum number of program hours are allowed if accreditation issues require a set number of courses within a given program, i.e. Dental Hygiene, Nursing, Radiology**.**

**An Associate of Arts or an Associate of Science must have a minimum of 60 credit hours with a program maximum of 63 credit hours**. **An Associate of Applied Science must have a minimum of 63 credit hours with a program maximum of 69 credit hours.**

**Major programs that require a minor will consist of not fewer than 30 credits and not more than 48** credits in the major field. **Major programs that do not require a minor** shall consist of **not more than 63 credits in the major field.**

**A minor is a program** of study generally selected to complement and strengthen a student’s major and/or enrich the student’s overall educational program. **A minor consists of not fewer than 15 credits**. Courses that are used to satisfy the general education requirements can be used as part of the minimum number of hours needed for the minor requirements, unless prohibited by a particular college or department.

**Indicate the number of credit hours** for course work within the proposed program. (Do not include credit hours for General Education, SI, Diversity, or other courses unless those courses fulfill requirements within the proposed program.) \_\_\_\_\_12\_\_\_\_\_\_\_

**Submit the original** to the Faculty Senate Office**, MC 1033,** and an **electronic copy to** kbrown4@weber.edu

**APPROVAL PAGE**

for: **Certificate in Environmental Sustainability for Business**

X The WSU Library has adequate information resources to support this proposal.

\_\_\_\_\_ Currently, the WSU Library does not have adequate information resources to support this program. However, if this proposal is approved, a Library bibliographer will work closely with departmental faculty to acquire the information resources needed. Funding for the new resources will come from the Library’s budget.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ WSU Librarian/Date (Must be signed by the Library)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Department Chair/Date (& BIS Director if applicable)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ College Curriculum Committee/Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Program Director or ATE Director (if applicable)/Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dean of College/Date

|  |
| --- |
| Programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ University Council on Teacher Education/Date |

|  |
| --- |
| Master’s programs must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.  I have read the proposal and discussed it with the program director.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_University Graduate Council Representative/Date |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_University Curriculum Committee/Date

Passed by Faculty Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_