Sustainable Management
A Collaborative, Online B.S. Degree Program

Learning to Be Green
Preparing for Work in a Changing Economy
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In Brief

• Online, collaborative B.S. in Sustainable Management
• Degree completion program (21 courses)
• Targeted at adult learners
• Home campus model
• Starting third year
• Exceeding enrollment projections
• M.S. degree beginning approval process
Initial Impetus

• 10 years ago, WI and MN had the same percentage of bachelors degree holders (about 25%)
• Today WI remains the same; MN is up to 32%
• MN per capita income is $4,500 higher than WI
• Translated to WI, this would amount to $25B in additional personal income.
**Adult Student Initiative**

- **Create broad awareness** among adult and nontraditional students about the value of a bachelor’s degree and about the programs and services that the University of Wisconsin System institutions provide to help adults earn bachelor’s degrees.

- **Create an array of student support services** especially for adult and underserved students to help them enter and succeed in the UW.

- **Create a variety of undergraduate degree programs** in areas and formats that meet the needs of adult and nontraditional students, focusing on 21st Century skills and competencies.
UW Growth Agenda

Increase baccalaureate degrees
Develop the workforce
Meet state needs
University of Wisconsin Campus Partnership

- UW-Parkside
- UW-River Falls
- UW-Stout
- UW-Superior
- UW-Extension
Understanding Market Demand

Market research
Employer research
Student interest research
Expedited Process

• Twelve months from start to finish
• Board of Regents approved degree May 2009
• Classes started September 2009
Key Questions

• What is the market for a bachelor’s degree that combines both the best business and green environmental practices within a for-profit framework?

• Who are the key target audiences for the proposed program?

• How should the inquiring member structure and deliver a bachelor’s degree in sustainable business with a green emphasis?
Corporate Engagement

3M
Eastman Kodak
Ford Motors
Quad Graphics
FedEx
Johnson Controls
SC Johnson
Kohl’s
U-Fuel
Veolia Environmental Services
Modine Manufacturing
ISO, Inc.
Wisconsin DNR
Learning Outcomes

Technical competencies
• Carbon trading, carbon credits
• Climate change
• Water policy and water science
• Logistics and transportation of raw materials
• Supply chain structures, functions, and opportunities to brand
• Energy generation
• Marketing, communications, and public affairs vis-à-vis the human impacts of manufacturing

General competencies
• Understanding world geography, cultural literacy, world religions
• The ability to apply cultural understanding to real-life business issues
• Knowing how to navigate political landscapes at various levels
• Geopolitical dynamics
• Global gender issues
• The ability to identify potential, innovative, and symbiotic relationships, such as partnerships between energy producers and manufacturers
Curriculum Development

- Green Business → Sustainable Management
- Courses across disciplines to achieve technical and general competencies
- “No constraints” curriculum as guide
- Capitalize on strengths of individual campuses
- “Greening” of existing courses
- Systems thinking course
Program Course List

• Environmental Science and Sustainability
• Triple Bottom Line Accounting for Managers
• Economics in Society and Sustainability
• Technical Writing for Sustainable Management
• Ecology for Sustainable Management
• Global Environmental Chemistry
• Energy for Sustainable Management
Program Course List

- Natural Resource Management
- Marketing for a Sustainable World
- Sustainable Organizational Finance
- Economics of Environmental Sustainability
- Management and Environmental Information Systems
- Organizational Behavior and Sustainability
- Operations Management and Sustainability
Program Course List

• Environmental and Sustainability Policy
• Logistics, Supply Chain Management, and Sustainability
• International Management for a Sustainable World
• International Development and Sustainability
• Systems Thinking
• Environment and Society
• Sustainable Management Capstone
A Simple Curricular Structure

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>SMGT 115</td>
<td>Environmental Science and Sustainability</td>
</tr>
<tr>
<td>SMGT 230</td>
<td>Triple Bottom Line Accounting for Managers</td>
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<tr>
<td>SMGT 235</td>
<td>Economics in Society and Sustainability</td>
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<tr>
<td>SMGT 240</td>
<td>Technical Writing for Sustainable Management</td>
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<td>SMGT 310</td>
<td>Ecology for Sustainable Management</td>
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<tr>
<td>SMGT 315</td>
<td>Global Environmental Chemistry</td>
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<tr>
<td>SMGT 320</td>
<td>Energy for Sustainable Management</td>
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<tr>
<td>SMGT 325</td>
<td>Natural Resource Management</td>
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<tr>
<td>SMGT 330</td>
<td>Marketing for a Sustainable World</td>
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<td>SMGT 331</td>
<td>Sustainable Organizational Finance</td>
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<td>SMGT 332</td>
<td>Economics of Environmental Sustainability</td>
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<td>SMGT 335</td>
<td>Management and Environmental Information Systems</td>
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<td>SMGT 340</td>
<td>Organizational Behavior and Sustainability</td>
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<td>SMGT 350</td>
<td>Operations Management and Sustainability</td>
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<tr>
<td>SMGT 360</td>
<td>Environmental and Sustainability Policy</td>
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<td>SMGT 370</td>
<td>Logistics, Supply Chain Management, and Sustainability</td>
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<tr>
<td>SMGT 430</td>
<td>International Management for a Sustainable World</td>
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<tr>
<td>SMGT 435</td>
<td>International Development and Sustainability</td>
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<td>SMGT 440</td>
<td>Systems Thinking</td>
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<tr>
<td>SMGT 460</td>
<td>Environment and Society</td>
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<tr>
<td>SMGT 495</td>
<td>Sustainable Management Capstone</td>
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Certificate Programs

• Sustainable Management Science
  – 12 credits

• Sustainable Enterprise Management
  – 15 credits
## Current Enrollment

<table>
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<tr>
<th>Year</th>
<th>Forecasted</th>
<th>Actually Registered</th>
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<tbody>
<tr>
<td>Fall 2009</td>
<td>90 enrollments</td>
<td>165</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>180 enrollments</td>
<td>274</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>270 enrollments</td>
<td>375</td>
</tr>
</tbody>
</table>
75% of students are from Wisconsin

15 other states and 2 countries represented

Gender is evenly divided 50/50
Students by Campus

- UW Parkside  39
- UW River Falls  23
- UW Stout  54
- UW Superior  33
M.S. Degree in Progress

- Building on B.S. success and interest
- Five campuses: Green Bay, Oshkosh, Parkside, Stout, and Superior
- UW-Extension (Division of Continuing Education, Outreach and E-Learning)
- 12 courses and 34 credits
- Primarily new courses
- Campus approval processes this year
- Best-case scenario → Begin Fall 2012
Economics of Sustainability

Understand the economy as a component of the ecosystem within which it resides, with natural capital added to the typical analysis of human, social, built, and financial capital. Explore traditional micro, macro, and international trade theory and policy and the implications of sustainability. Topics include: history of economic systems and thought; globalization and localization; distinguishing between growth and development; the nature and causes of market failure; consumption, consumerism, and human well-being; emerging markets; technological change; business organization and financial market alternatives; demographic change; and the global food economy.
Need more information?

Visit our website:

http://sustain.wisconsin.edu