

## **Building Sustainable Enterprise**

(Formally known as Law, Ethics and Sustainability)

Contact Persons: Dr. Sharon Hanna-West /974-6893 Dr. John Jermier/974-1752

Sustainability is now the focus of the business world. Modern organizations must meet increasing stringent financial, social and environmental goals – the “triple bottom line” of organizational effectiveness. The approach represents a challenge to the status quo for long term payoff. This track offers a concentration in the study of sustainable enterprise from the perspective of regulatory law, environmental and natural resource economics, marketing, finance, and organizational studies. The concentration is fundamental for anyone interested in taking a leadership role in developing high performance organizational systems.

### **Required Course:**

GEB 6445 Social, Ethical & Legal Systems (2 credits) Balfour, Hanna-West

### **Track Requirements (Choose 3):**

Economics of Sustainable Enterprise (3 credits) Thomas  
Environmental Law and Issues in Sustainable Enterprise Operations (3 credits) Hanna-West  
Ethics, Law and Sustainable Business Practices (3 credits) Hanna-West  
Marketing for Sustainable Enterprise (3 credits) Lafferty  
Designing Sustainable Enterprise (3 credits) Jermier

### **Track Course Descriptions:**

- 1. ECP 6936 Economics of Sustainable Enterprise (Summer/Fall)**  
Business practices are “sustainable” if actions taken by firms today do not preclude future generations from enjoying a quality of life at least as good as today’s quality. This course studies the problems and prospects for motivating businesses to use resources and the environment in a sustainable fashion. The economic principles of natural resource use and environmental quality provide the basis for designing incentive-based policies to balance the profit goals of business with the efficient employment of resources and the environment.  
(Prerequisite: ECO 6114 Managerial Economics)  
Faculty: Dr. Christopher Thomas
- 2. GEB 6930 Environmental Law and Issues in Sustainable Enterprise (Summer)**  
(Formerly known as Environmental Law and Issues for Operations)  
The study of environmental law and sustainability is a study of society’s mechanisms for long Term planning particularly regarding the use and protection of scarce resources. This course is designed to introduce business students to the complex regulatory system of environmental law and emerging certification options and requirements. The goal is to develop an appreciation for the fundamental role environmental considerations must play in the decision-making processes and in business longevity.  
Faculty: Dr. Sharon Hanna-West
- 3. GEB 6930 Ethics, Law and Sustainable Business Practices (Spring)**  
(Formerly known as Society, Enterprise and the Law)  
This course examines major and emerging issues pertaining to business sustainability. Sustainability for business requires a strategic focus on the triple bottom line via an assessment of environmental, social and economic factors. The course surveys key

regulations and trends, and reviews models for creating socially and environmentally Responsible companies. Students will participate in practicum projects designed to provide hand-on experience in applying the tools and principles of sustainable enterprise.  
Faculty: Dr. Sharon Hanna-West

**4. MAR 6936 Marketing for a Sustainable Enterprise (Spring)**

This course introduces students to a re-defined 4Ps approach to marketing and explores how marketing mix decisions can do influence environment outcomes. A variety of issues are covered in the course with the emphasis on strategies that convert consumption systems to a sustainable paradigm representing a circular use of resources. The intent is to re-invent strategies that present win-win-win solutions that meet the needs of the organizations, the consumers, and the ecosystem.

(Prerequisite: MAR 6815 Marketing Management)

Faculty: Dr. Barbara Lafferty

**5. MAN 6930 Designing Sustainable Enterprise (Fall/Summer)**

This course is designed to provide an analytical framework for thinking about new developments in designing and organizing for a sustainable world. It will familiarize students with several key themes and concepts that are relevant to transforming organizations from traditional production systems to systems that can contribute significantly to building more sustainable economies and societies. Students will gain exposure to research on the state of the world's ecology and to some of the major problems that shape debate about a global environmental crisis.

(Prerequisite: MAN 6204 Human Behavior & Org.)

Faculty: Dr. John Jermier