



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





Eduventures

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

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

What is sustainability?

Def. 1: The capacity to endure. [Wikipedia.org](#)

Def. 2: How biological systems remain diverse and productive over time. [Wikipedia.org](#)

Def. 3: Potential for long-term maintenance of well-being. [Wikipedia.org](#)

Def. 4: Ensuring that our children and grandchildren inherit a tomorrow that is at least as good as today, preferably better. [USEPA Region 10](#)

Def. 5: Meeting the needs of the present without compromising the ability of future generations to meet their own needs. [Brundtland definition](#)

Graphs:

- INCREASE:** A supply and demand graph showing a rightward shift in demand from D to D' . The equilibrium moves from (Q, P) to (Q', P') , with $Q' > Q$ and $P' > P$.
- DECREASE:** A supply and demand graph showing a leftward shift in demand from D to D'' . The equilibrium moves from (Q, P) to (Q'', P'') , with $Q'' < Q$ and $P'' < P$.

Dr. Jerry Hembd

- 13. Preferences & taste
- 14. Expectations (Price)
- 15. Number of Consumers
- 16. Nonprice Determinants
- 17. Price of resources
- 18. Prices of other goods
- 19. Technology
- 20. Expectations regarding
- 21. Number of Producers
- 22. Changes in Demand
- 23. Changes in Supply

SMGT 115SP105FCO1 - ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Unit 4

Video Introduction to Unit 4

Please watch this video introduction to Unit 4 before continuing on to the rest of the unit.

Transcript Download iPod Video Download



Certificate Programs

- Sustainable Management Science
 - 12 credits
- Sustainable Enterprise Management
 - 15 credits



Current Enrollment

Fall 2009

Forecasted 90 enrollments

Actually registered 165

Fall 2010

Forecasted 180 enrollments

Actually registered 274

Fall 2011

Forecasted 270 enrollments

Actually registered 375



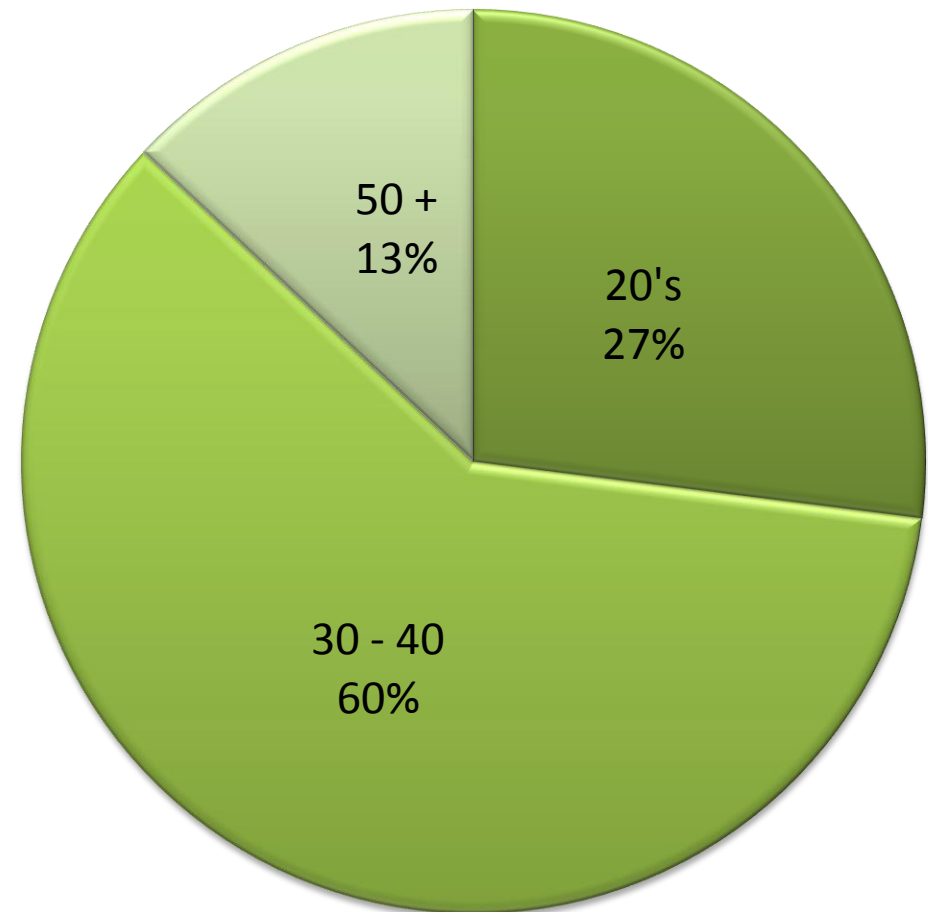
Student Demographics

75% of students are from Wisconsin

15 other states and 2 countries represented

Gender is evenly divided 50/50

Student Age





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>

A screenshot of the website's homepage. At the top, it reads 'A UNIVERSITY OF WISCONSIN ONLINE COLLABORATION' next to a search bar with a 'GO' button. Navigation links for 'About', 'Contact', 'Site Map', and 'FAQs' are visible. The main content area features a large image of sunflowers and wind turbines. On the right, a list of campus links includes 'ONLINE LEARNING', 'UW-PARKSIDE', 'UW-RIVER FALLS', 'UW-STOUT', 'UW-SUPERIOR', and 'UW-EXTENSION'. A vertical sidebar on the left contains the program logo and the text 'PROGRAM INFO CENTER'. At the bottom, four green buttons offer links to 'CERTIFICATES IN SUSTAINABLE MANAGEMENT', 'BACHELOR OF SCIENCE IN SUSTAINABLE MANAGEMENT', and 'LEARN MORE ABOUT SUSTAINABLE MANAGEMENT'.