



Learning to Be Green

Preparing for Work in a Changing Economy

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Bachelor of Science in Sustainable Management

A Degree Completion Program

Intended for adults who need to complete a Bachelor's degree.
Part of the Governor's Growth Agenda.

Associate Degree holders from a UW Colleges campus can complete the degree with 21 courses. Returning students need 60 transferrable credits and a 2.0 for admission to the program.

Operates with a home campus model.



University of Wisconsin Campus Partnership

- UW-Parkside
- UW-River Falls
- UW-Stout
- UW-Superior
- UW-Extension





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





Focus on Learning Outcomes/Competencies

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



Important Programmatic Directions

- Interdisciplinary focus
- Focus on corporate social responsibility, change agent skills, full cost accounting and lifecycle analysis of going green, and triple bottom line principles
- Green marketing, Environmental management, Public policy

“The industries are quite eclectic. There is a wide range of organizations that are looking at issues of sustainability. It seems there is interest in any industry.”

Chairman/Founder, Sustainable Business Institute



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

The collage features several educational elements:

- Video Player (Top Left):** A video player interface showing a list of 11 topics: 1. Learning Systems, 2. Goals, 3. Definition, 4. Management, 5. Reading, 6. Efficiency, 7. Rapid Change, 8. Customer System, 9. Understanding, 10. Negative Feedback, 11. Introduction. The video title is 'What is sustainability?'.
- Slide (Top Right):** A slide titled 'What is sustainability?' with five definitions:
 - Def. 1: The capacity to endure.
 - Def. 2: How biological systems remain diverse and productive over time.
 - Def. 3: Potential for long-term maintenance of well-being.
 - Def. 4: Ensuring that our children and grandchildren inherit a tomorrow that is at least as good as today, preferably better.
 - Def. 5: Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- Graphs (Middle):** Two hand-drawn supply and demand graphs. The left graph shows a downward shift in demand from D to D' , labeled 'INCREASE' with an arrow pointing right. The right graph shows an upward shift in demand from D to D'' , labeled 'DECREASE' with an arrow pointing left.
- Video Player (Bottom):** A video player showing a man speaking in front of a building, with a 'File Downloads' button visible.



Blackboard



PBWORKS





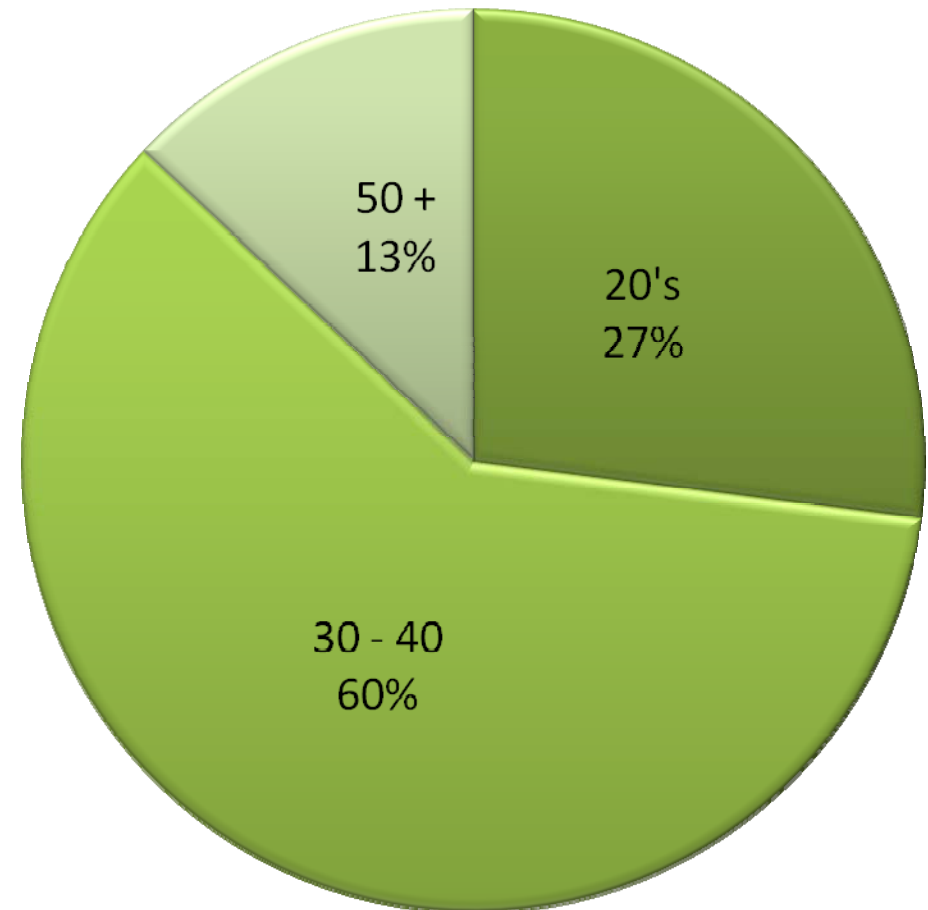
Student Demographics

75% of students are from Wisconsin

11 other states and 2 countries represented

Gender is evenly divided 50/50

Student Age





Current Enrollment

Fall 2009
enrollments

Forecasted 90

Actually registered 165

Fall 2010
enrollments

Forecasted 180

Actually registered 274

66% enrollment growth from Fall 2009



Awards and Recognition

- Chancellor's Award for Excellence
- The University Continuing Education Association (UCEA) named the Bachelor of Science in Sustainable Management the "2010 Outstanding Program – Credit". The UCEA grants this award to only one institution per year. Wisconsin is the first major university system to offer undergraduate students this online option for a degree in sustainable management.



Certificates

Certificate of Sustainable Enterprise Management

15 credits

- SMGT 230 Triple Bottom Line Accounting for Managers
- SMGT 235 Economics in Society and Sustainability
- SMGT 331 Sustainable Organizational Finance
- SMGT 335 or SMGT 350 (Students select one of these two courses.)
 - Management & Environmental Information Systems (335)
 - Operations Management and Sustainability (350)
- SMGT 430 International Management for a Sustainable World

Certificate of Sustainable Management- Science

12 credits

- SMGT 310: Ecology for Sustainable Management
- SMGT 315: Global Environmental Chemistry
- SMGT 320: Energy for Sustainable Management
- SMGT 325: Natural Resource Management



Need more information?

Visit our website:

<http://sustain.wisconsin.edu>

A screenshot of the website's header and navigation area. At the top, it says 'A UNIVERSITY OF WISCONSIN ONLINE COLLABORATION' followed by a search bar with 'Google™ Custom Search' and a 'GO' button. Below this is a navigation menu with 'About', 'Contact', 'Site Map', and 'FAQs'. The main content area features a large image of a field of sunflowers with wind turbines in the background. On the left side of this image is a smaller version of the 'UNIVERSITY OF WISCONSIN SUSTAINABLE MANAGEMENT' logo. On the right side, there is a text box that reads 'A partnership of four University of Wisconsin campuses and the University of Wisconsin-Extension'. Below this text are several buttons: 'ONLINE LEARNING', 'UW-PARKSIDE', 'UW-RIVER FALLS', 'UW-STOUT', 'UW-SUPERIOR', and 'UW-EXTENSION'. At the bottom of the screenshot, there are several small, partially visible buttons: 'PROGRAM INFO CENTER', 'CERTIFICATES IN', 'BACHELOR OF SCIENCE IN', and 'LEARN MORE ABOUT'.