Sustainable Business Management Degree

Unity College's B.S. in Sustainable Business Management will prepare students to be innovative sustainability business leaders. This program will provide practical expertise and professional skills to students interested in a profession that advances the sustainable business movement.

Graduates of the B.S. in Sustainable Business Management will be able to:

1. Identify sustainable solutions to business practice and products.
2. Demonstrate effective written, oral, and interpersonal communication to diverse stakeholders.
3. Analyze and evaluate environmental and business situations by applying ethical approaches to decision making.
4. Apply business concepts and approaches for managing organizational change and managing and leading people.
5. Exhibit ability to work effectively individually and in groups.

General Education Foundation Requirements

Note: Disciplinary program courses can be used to fulfill any General Education Foundation requirement; Any given course can only fulfill one of the General Education Foundation courses.

A Life Science course (Courses with a code of BIOL)
A Physical Science course (Courses with a code of ERSC, EVPC 200; ENVS)
A Quantitative Skills course (MATH)
A Humanities course (HUMN)
A Language course (LANG)
A Social Science course (ENVS or SOCI or PSYH)
An Arts course (ARTS)
2 Communication courses – (courses with a code of COMM)
A transdisciplinary professional capstone course

Environmental Professional Core:

EVPC 201 Environmental Issues: Deforestation, Biodiversity Loss, and Overpopulation
This course is part of a two-course sequence that provides students with an understanding of the interconnectedness of the looming environmental issues that the world faces. This class will provide students with a basic scientific understanding of deforestation, biodiversity, and overpopulation and address what societies can do that they aren't currently doing. Upon completion, students will be able to critically assess these issues and provide models for making more sustainable choices.

EVPC 202 Environmental Issues: Energy, Water Scarcity, and Waste
This course is part of a two-course sequence that provides students with an understanding of the interconnectedness of looming environmental issues that the world faces. This class will provide students with a basic scientific understanding of energy, water scarcity, and waste, and overpopulation and address what societies can do that they aren't currently doing. Upon completion, students will be able to critically assess these issues and provide models for making more sustainable choices.

EVPC 301 Environmental Justice
This course examines issues of environmental quality and social justice. The course begins by examining the philosophical foundations and history of the environmental justice movement and foundational concepts such as justice, race, gender, and class. Students will explore these concepts through a series of case studies of urban and rural environmental (in)justice in the United States and move on to environmental justice's role on globalization.

EVPC 305 Building a Better World: Ethical Decision-Making
Ethical decision making is essential for leadership, and since most decisions leaders make have an ethical dimension, the ability to discern the ethical implications requires a set of skills that are informed by ethical philosophy. This course provides students with strategies, tools, and techniques to make ethical decisions by considering the ethical issue and the people involved, develop a strategy, and implement the most ethical action possible. Through the use of case studies, students will develop their ethical awareness, learn to distinguish difficult decisions from real ethical dilemmas, and practice deliberating effectively about a variety of ethical issues drawn from social and professional contexts.

EVPC 401 Transformational Leadership
In this course, students explore strategies needed to become effective instruments of change. Students will examine themselves as leaders, learn how to create meaningful relationships as a leader, and understand the role of leadership within complex systems. By using case studies from a variety of organizational contexts such as business, government, non-profit, community, and education, students explore concepts of organization behavior and culture, consensus building, and project management to lead effective change towards environmental sustainability. This course is designed to empower and prepare students to become leaders in any profession.

Sustainable Business Core:

COMM 303 Communicating to Stakeholders
This course teaches students how to communicate real-world issues and problems for a just end. Students will learn how different modes of communication such as storytelling can be used as an effective way to communicate an organization's mission and builds empathy for its cause. Students will learn how to craft values-based communications to persuade stakeholders to support for social justice issues such as sustainability, environmental law, and wildlife conservation. Students will learn concepts and skills to build public support for their organization's mission, strategic initiatives, and fund-raising activities. This course will develop skills in written, visual, and oral communication.

COMM 401 Using Social Media in a Global World
Not only do marketers use social media to communicate with their customers but also as a way to better understand their customers. This course teaches students how to use social media as a global branding and marketing tool, exposes learners to the analytic methods that can be used to convert social media data to marketing insights, and shows learners how social media data can be used to provide insights into market structure and consumers' perceptions of the brand.

ENVS 101 Sustainable Solutions to Globalization
This course is designed to enhance literacy skills needed to understand major environmental issues facing the world in the 21st century. This and other core courses at Unity are designed to address prominent issues during your education at Unity Online. These are issues that will affect your chosen career, your future lifestyle, and the lives of your family and future generations. What are the most pressing environmental issues of our time? What do we need to know to address them? The course tackles these questions from variety of disciplines to provide the bigger picture and put our environmental challenges in a global context.

ENVS 201 The Warming Planet: Understanding Climate Change
Climate change is one of the most urgent and complicated issues we face today. This course explores the science of climate change by teaching students how the climate system works, what factors cause climate to change, how climate has changed in the past, how scientists use models, observations, technology, and theory to make predictions about future climate; and the possible consequences of climate change for our planet. Finally, students will explore the connection between human activity and the current warming trend and consider some of the potential social, economic, political, and environmental consequences of climate change.

ENVS 301 Building Sustainable Communities
This course explores the range of planning and development processes associated with creating sustainable communities including issues around land use, transportation, ecological planning, green design in the built environment, resource utilization in the critical areas of water and energy consumption, climatic factors that influence sustainable community planning, and how sustainable community planning contributes to livability and economic resilience.

ECON 301 The Economics of Sustainable Development
This course introduces students to the economics of sustainable development, focusing on the policies and constraints to promoting economic growth and development. Students will learn to apply fundamental economic principles to development, environmental, and natural resource issues. Subjects could include

benefit-cost analysis, policy design, ecological economics, market failure, externalities, non-market valuation techniques, and cost-effective policy instruments.

FINC 301 Environmental Accounting
Environmental accounting is increasingly being used in business and government to support the development of sustainable global solutions and government policy. Students in this course will learn how environmental accounting can show how different sectors of the economy affect the environment and how environmental policy affects the economy. The course will cover what environmental accounting is and why is it useful to business, how can environmental accounting help decision-making, what are key policy questions in relation to accounting, and what are the practical considerations professionals need to address to make environmental accounting an enduring reality for business and governments around the world.

FINC 401 Financing a Sustainable World
Since business plays an important role in developing environmental financial solutions for future generations, this course considers how the tools of finance can address environmental challenges and how market processes can be used to ensure long-term sustainability. Students will learn an overview of business financial management, with an emphasis on financial statement analysis, management of cash flow, risk and return, and sources of finance. Upon completion, students will be able to interpret and apply principles of financial management to develop sustainable business solutions.

MGMT 201 Understanding the Sustainable Business Landscape
This course introduces students to business with a focus on an organization's environmental and social impact. Students will learn about the basics in corporate social responsibility, supply-change management, finance, and non-financial reporting and accounting. Students will obtain knowledge about how small businesses and corporations integrate corporate social responsibility models in order to identify new markets and opportunities, communicate with their stakeholders, compete in a global marketplace, and address social and environmental sustainability expectations and requirements.

MGMT 301 Starting Your Small Non-Profit
The course covers the processes of starting a small business from ideation to implementation, with an emphasis on designing a sustainable business model, writing a business plan, learning forms of ownership, and exploring funding opportunities. Students learn how to meet high standards for social and environmental impacts for small businesses. Upon completion, students will be able to bring all the tools and lessons discussed to launch their own business.

MGMT 303 Strategic Management for Social Change
This course introduces students to strategic management through case analyses and provides students with the tools to consider the basic direction and goals of an organization, the environment (social, political, technological, economic, and global factors), industry and market structure, and organizational strengths and weaknesses. The course emphasizes the development and successful implementation of strategy in different types of organizations across industries. With a focus on non-profit, students will put themselves in the shoes of top management and make important, "Big Picture," decisions. Students will learn skills to analyze complex business situations and present findings both orally and in writing. Finally, students will learn how to develop strategies to promote social change and the sustainability movement.

MGMT 403 Global Supply Chain Operations: Greening Your Business
In this course, students will learn how to integrate global logistic, purchasing, operations and market channel strategies. The course covers the fundamentals and logistics of network management, consisting of network suppliers, manufacturers, warehouses, distribution centers, wholesalers, and retailers. This course develops the student's understanding of the design, control, and operation of supply chains through the lens of sustainability management.

MGMT 405 Using Data for Sustainable Business Decisions
This course introduces students of sustainability management to the data analysis techniques and statistical methods that are indispensable to sustainable business management. Students learn how to use statistical information in the context of evaluating environmental issues. Possible topics will include environmental monitoring, impact assessment, environmental valuation techniques and analyses of sustainable development.

MKTG 301 Environmental Marketing and Branding
As businesses become more aware of the need to be sustainable, being green will be the future, and professionals need to help companies with marketing sustainable business practices. This course covers an overview of concepts and techniques related to marketing opportunities, strategies, communication, and effective marketing campaigns within the context of sustainability. Through case studies, students will

analyze marketing strategies, plans, and decisions. Students will also explore why environmental marketing is a key aspect in business today.

EVPC 490 Transdisciplinary SBM Capstone
The Capstone course is the culminating course for students in Unity College bachelor's degrees. In this course, students will develop a project that deals with a real issue and produce a final artifact reporting the project's findings. During this process, students will demonstrate and apply learning from their degree program and their ability to communicate to a broad audience. The course will also cover other important topics that support a student's career development and goals. All projects will be workforce-related products that students can use for their current or pitch to a future employer.

College Wide Requirements: *A minimum of 120 earned credit hours, 24 credits at the 200 level, 30 credits at the 300 level or above, a minimum of 30 credits earned at Unity, and an overall cumulative GPA of 2.0 or above*