

University of Wisconsin-Whitewater
Curriculum Proposal Form #2
Change in Degree, Major, or Submajor

Effective Term: 2097 (Fall 2009)

Type of Action: Change in Major

Degree: MBA

Program Title:

GPA Requirement for the Major/Submajor:

Sponsor(s): Sameer Prasad

Department(s): Management Department

College(s): Business and Economics

Consultation took place: NA Yes (list departments and attach consultation sheet)

Departments: Marketing

Proposal Information:

(Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form2.htm>)

Total number of credit units in program:

Before change 36

After change 36

1. Exact description of request:

We would like to include **764 Sustainable Management within the** Common Body of Knowledge (CBK) Required Breadth (0-12 credits).

From (as listed in catalog and on AR)

Common Body of Knowledge (CBK) credits are added to the minimum 36 credits required for the MBA at UW-Whitewater.

Required Breadth (0-12 credits)

IT/BE-740 Business & Professional Communications
MARKETNG-731 Advanced Statistical Methods
MANGEMNT-759 Social Responsibility of Business OR
MARKETNG-766 Ethics in the Marketplace
ACCOUNT-725 Profit Planning & Control
ECON-736 Business Conditions Analysis OR
ECON-737 Managerial Economics
MANGEMNT-721 Organizational Behavior OR
MANGEMNT-745 Building Effective Organizations

To (to be listed in catalog and on AR)

IT/BE-740 Business & Professional Communications
MARKETNG-731 Advanced Statistical Methods
MANGEMNT-759 Social Responsibility of Business OR **MANGEMNT -764 Sustainable Management** OR MARKETNG-766 Ethics in the Marketplace
ACCOUNT-725 Profit Planning & Control
ECON-736 Business Conditions Analysis OR
ECON-737 Managerial Economics
MANGEMNT-721 Organizational Behavior OR
MANGEMNT-745 Building Effective Organizations

2. Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:

Sustainable management is an important concept in today's business world. Students need to understand how to manage their operations to sustain them relative to not only economic perspective but also relative to environmental and social dimensions. This class will provide MBA students with an understanding on how to measure, assess and incorporate sustainable management with their business processes.

Sustainable Management must participate in Assurance of Learning by measuring student progress in reaching outcomes associated with the MBA's ethics learning objective. Below is a description of how these outcomes will be assessed.

Goal number 1

Ethics - Apply ethical reasoning to diverse business situations.

Outcome number 1

Apply appropriate theories and models to assess divergent perspectives of a particular ethical dilemma.

The student will be exposed to a number of different theories, models and measures relating to sustainable management and manufacturing. Students will be faced with the ethical dilemma of increased production and environmental degradation. Student will need to apply supply chain management theory to demonstrate how manufacturing can be “green.” Specifically, the students will be exposed to the “bullwhip” model and will be asked to demonstrate how a reduction in the supply chain uncertainty leads to lower levels of waste & pollution. The bullwhip model reflects an increasing amount of uncertainty going from upstream processes (raw material), to mid-stream (sub-assembly) to downstream (final assembly). This uncertainty if left unchecked can cause dramatic levels of waste in terms of excesses transportation and production. Improved communications with buyers and suppliers reduces uncertainty, hence waste.

Outcome number 2

Develop and justify recommended solutions to an ethical dilemma.

Students will have access to a spreadsheet based model of individual consumption and how it relates to the amount of carbon footprint. The students will be first required to compute their current carbon consumption and then analyze how varying individual decisions generates relates to different levels of carbon foot print. For example, students could examine and justify the ethical dilemma in buying a new hybrid (with the carbon foot print generated in the creation of the product) versus keeping a “clunker.”

Outcome number 3

Identify the key dimensions of ethical reasoning.

Sustainable management refers not only to the environment but also ensures that a business thrives economically while underlying social structure remains resilient. Students will be exposed to micro-enterprise operations in developing countries and the students will need to identify key ethical dimensions relating sustainability (water, energy, income, poverty, and relations within the community).

3. Rationale:

The College of Business and Economics is moving towards sustainability as part of its strategic focus reflecting the needs of the community and AACSB expectations. Sustainable management will be an important elective that students interested in this area can take.

4. Cost Implications: None