

Office of the Provost  
and Vice President for Academic Affairs

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June 25, 2010

Dr. Randy Spaulding  
Director  
Academic Affairs  
Higher Education Coordinating Board  
P.O. Box 43430  
Olympia, Washington 98504-3430

Re: WWU Planning NOI – *Bachelor of Arts in Business Sustainability*

Dear Dr. Spaulding:

Attached is a Planning NOI from Western Washington University's College of Business and Economics to establish a *Bachelor of Arts in Business Sustainability*, effective September 2011. As noted in the HECB Guidelines for Program Planning, Approval and Review, we are forwarding this proposal to you for electronic posting and review.

WWU looks forward to this opportunity to continue to meet the needs of Washington state students. We appreciate HECB review and would be pleased to answer questions or provide additional information about our plans for this program.

Sincerely,



Catherine Riordan <sup>bj</sup>  
Provost and Vice President  
for Academic Affairs

CAR/bj

Enclosure: Planning NOI: *Bachelor of Arts in Business Sustainability*

Cc: Brian Burton, Dean, College of Business and Economics  
Steven VanderStaay, Vice Provost, Undergraduate Education  
Mark Bergeson, Associate Director, Academic Affairs, HECB



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**NEW DEGREE PROGRAM PLANNING NOTIFICATION OF INTENT  
(PLANNING NOI)**

**Program Name:** Bachelor of Arts in Business Sustainability  
**Institution Name:** Western Washington University  
**Degree Granting Unit:** College of Business and Economics  
**Degree:** BA Business Sustainability **Level:** Bachelor **Type:** Arts  
**Major:** Business Sustainability **CIP Code:** 52.0299  
**Minor:** N/A  
**Concentration(s):** N/A  
**Proposed Start Date:** Fall 2011  
**Projected Enrollment (FTE) in Year One:** 15 **At Full Enrollment by Year:** 2015: 50  
**Proposed New Funding:** Internal Reallocation  
**Funding Source:** State FTE **Self Support** **Other**  
**Mode of Delivery:**  
**Single Campus Delivery** WWU, Bellingham  
*(enter locations)*  
**Off-site** N/A  
**Distance Learning** N/A  
**Substantive Statement of Need:** Attached

**Contact Information (Academic Department Representative)**

**Name:** Brian Burton  
**Title:** Dean, College of Business and Economics  
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**Email:** Brian.Burton@wwu.edu

Endorsement by Chief Academic Officer

6.4.10  
Date

## **Degree Program Description and Rationale**

The State of Washington is a leader in responding to the societal imperative regarding environmental issues. Western Washington University proposes to offer a Bachelor of Arts degree in Business Sustainability as an action component of the state's initiatives. This degree combines three areas of study that give graduates the necessary skills to operate in a changing economic and social environment. Graduates from this program will possess:

- a fundamental knowledge of economics, giving them the skills to apply economic analysis to problems in sustainable business faced by modern organizations;
- a fundamental knowledge of environmental science and policy, giving them the ability to understand the social and political climate as well as the scientific issues involved in sustainable business;
- an extensive knowledge of business and management in the context of business sustainability, giving them the basic skills needed to succeed in organizations.

This degree will address the need for persons working in and with business organizations who can analyze environmental and social issues from multiple perspectives, decide on action steps to deal with those issues, and then implement those action steps successfully. As environmental issues, including climate change, waste, and pollution, become more central in the operations of organizations in all industries, this need will only grow. This degree will complement the state's initiatives involving private enterprise, not-for-profit organizations, and government. Western Washington University, through its unique combination of strengths and orientation, is ideally placed to bring this degree, the first of its type in the state and one of the first in the nation, to fruition. Just as examples, Western is the home of Huxley College of the Environment, celebrating its 40<sup>th</sup> anniversary this year as the first environmental studies college in the country. Many faculty across the University participate in one or more activities of the Sustainability Academy on campus. Western's Office of Sustainability was one of the earliest and remains among the most active of its type. Students have pushed for and funded green energy programs. Faculty in several departments of the College of Business and Economics have taught and conducted research in this area as well.

## **Program Learning Objectives**

Many of the learning objectives of our existing BA in business administration degree will be included as part of the business sustainability degree. We will add other objectives related to environmental science and policy, and economic analysis of environmental issues as part of the planning process. Generally speaking, learning objectives will fit the goals of the program listed in the introductory paragraph.

## **Relation to Institution and Unit Priorities**

**University Mission and Strategic Plan:** Western Washington University's mission statement, in particular "The Western Experience," contains two points to which this degree is relevant:

- Western creates opportunities for students to display leadership, civic engagement, social responsibility, and effective citizenship.
- Western provides a high quality environment that complements the learning community on a sustainable and attractive campus intentionally designed to support student learning and environmental stewardship.

The University's strategic objectives include one to which this degree is relevant:

- **To demonstrate engaged excellence: ...**
  - In environmental stewardship and sustainable practices through our programs, scholarship, and actions.

**College of Business and Economics Strategic Plan:** The College of Business and Economics undertook a comprehensive strategic planning process in 2007-08. As a result of that process the College identified business sustainability as a major opportunity and placed the founding of such a degree as one of its strategic priorities.

### **Substantive Statement of Need**

The HECB State and Regional Needs Assessment Report of February 2006, as well as the March 2009 document "A Skilled and Educated Workforce", focus on specific areas of need identified several years ago, before substantive demand for employees trained in multiple areas related to business sustainability was seen. As a result, little reference can be made to those documents. However, it is relevant that in the 2009 document, some reference is made to a general increase in demand for graduates in business disciplines: "Over the last three years, forecast business and management demand rose significantly taking it from a "surplus" status to rough equilibrium. Because of the sizable shift in demand, the field warrants ongoing monitoring." ("A Skilled and Educated Workforce," p. 13).

Governor Gregoire has pointed to the large increase in "green" jobs in Washington; also, the Bainbridge Graduate Institute has seen a substantive increase in interest for its sustainable business master's degree (<http://www.kitsapsun.com/news/2009/jul/21/gregoire-state-has-47000-green-jobs/>; accessed July 27, 2009).

A study conducted by the Washington State Employment Security Department, "Labor Market and Economic Analysis," reported, "Nearly 25 percent of the 9,500 employers who completed the survey reported that they engage in one or more business activities that had employees who were responsible for producing green products or providing green services" ([http://www.workforceexplorer.com/admin/uploadedPublications/9463\\_Green\\_Jobs\\_Report\\_2008\\_WE\\_XVersion.pdf](http://www.workforceexplorer.com/admin/uploadedPublications/9463_Green_Jobs_Report_2008_WE_XVersion.pdf); accessed December 3, 2009). This would seem to indicate an increasing demand for graduates with an orientation toward business sustainability. In particular, the report notes that about 16 percent of all green jobs, more than 7,000 in total, are in the "Professional, Scientific, and Technical Services" sector (which includes various types of professional organizations, including consulting). Graduates of the proposed degree would be prime candidates to join many of these organizations.

An article in *Money* ranks the Puget Sound area as seventh in the country in creation of clean technology job creation (<http://money.cnn.com/2009/10/26/news/economy/green.jobs.fortune/index.htm>; accessed December 3, 2009). The same article cites statistics from the Pew Charitable Trust showing green jobs numbering more than jobs in telecommunications or biotechnology, with that number growing at more than twice the overall rate of job growth from 1998-2007.

Nationally, MBA programs in particular have begun offering tracks or entire degrees in sustainable business. "Clearly, demand is there for these types of workers," says Marisa Michaud of Eduventures, a higher-education research and consulting firm. Eric Orts, director of the Wharton School's Initiative for Global Environmental Leadership at Penn, says, "There's an increasing interest among businesses to take the environment seriously." But students are also beginning to demand such programs. David Soto of

*The Princeton Review* says student interest is driving colleges to create programs that offer training in sustainability. Two-thirds of students surveyed for the company's recent "College Hopes and Worries" survey said a college's "environmental commitment" would be a factor in where they applied. "Students are really savvy shoppers these days, so they're realizing, with a changing economy and green jobs looking to take a leap within the next couple of years, that they want to be armed with those types of skills," Soto says (all quotes [http://www.usatoday.com/news/education/2009-08-02-sustainability-degrees\\_N.htm](http://www.usatoday.com/news/education/2009-08-02-sustainability-degrees_N.htm), accessed August 4, 2009).

Firms such as Acre Resources Limited focus on recruitment in the environmental/sustainability area and list dozens of jobs. SustainableBusiness.com has hundreds of positions listed on its site. Part of the demand is driven by anticipation of regulatory changes, and part is driven by incentives and other programs currently in place and being considered by policymakers throughout the country.

As mentioned previously, MBA programs have begun to educate students for this market. However, no undergraduate program we know of combines economic analysis, understanding of environmental issues, and business management skills as does this proposed degree. In addition to MBAs, firms will be looking for undergraduates with this knowledge, and the proposed degree will help to fulfill that demand."

Western students have shown their interest in business sustainability in many ways. Courses that would become part of this major are quite popular among students. Some students have worked on projects related to business sustainability. A bachelor's degree in economics and environmental studies draws steady interest from students. Also, student interest in sustainability in general is high at Western, as reflected in examples mentioned previously.

### **Relationship to HEC Board Strategic Master Plan**

In its 2008 Strategic Master Plan, the HEC Board committed itself to two goals for the next 10 years. One in particular is relevant to the proposed degree in business sustainability:

**Goal 2:** We will create a higher education system that drives greater economic prosperity, innovation and opportunity.

The proposed degree will educate people who are working in cutting-edge careers, helping Washington be a leader in emerging technologies and operational methods regarding sustainability.

### **Proposed Curriculum**

The tentative curriculum for this degree is attached (Appendix 1). It should be noted that this curriculum is a result of our planning to date and is subject to change as the planning and implementation process moves forward.

# APPENDIX 1

## TENTATIVE CURRICULUM FOR B.A. IN BUSINESS SUSTAINABILITY

- **Foundation Courses** (28 credits)
  - Math 157, Business Calculus (4, GUR)
  - DSCI 205, Business Statistics (4)
  - Econ 206, Microeconomics (4, GUR)
  - Econ 207, Macroeconomics (4, GUR)
  - Mgmt 271, Business Law (4, GUR)
  - Acct 240, Financial Accounting (4)
  - Acct 245, Managerial Accounting (4)
- **Science GURs** (8 credits)
  - **Two of the following three courses:**
    - Chemistry 101, Chemical Concepts (4)
    - Biology 101, Introduction to Biology (4)
    - Geology 101, Introduction to Geology (4)
- **Business Core:** (24 credits)
  - Mgmt 311, Management and Organizational Behavior (4)
  - Ops 360, Operations Management (4)
  - Mktg 380, Principles of Marketing (4)
  - Finance 341, Principles of Finance (4)
  - MIS 320, Management Information Systems (4)
  - MGMT 495, Strategic Management, modified section that can act as an intro or capstone course (4)
- **Required courses in environmental business/econ (these courses are intended to bring disciplinary and environmental perspectives together)** (16 credits)
  - Mgmt/ESTU 497, Greening Business Policy and Practice (4) (currently experimental with plans to make it a permanent course)
  - Mktg 474, Marketing Strategies for Sustainability (4)
  - Econ 383, Environmental Economics (4)
  - Econ 482, Advanced Topics in Environmental Economics (4)
- **Required Environmental Studies (ESTU) courses** (15-16 credits)
  - ESTU 202, Introduction to Environmental Studies and Sustainability (3) *or* EGEO 201, Human Geography (4)
  - ESTU 304, Environment and Resource Policy (4)
  - ESTU 369, Introduction to Planning (3)
  - ESTU 436, Environmental Impact Assessment (5)
- **Electives under advisement** (8 credits) Examples:
  - Acct 484, Environmental Accounting (4)
  - Econ 384 Energy Economics (4)
  - Econ 343 Population, Environment, and World Agriculture (4)
  - ESTU 303, Human Ecology and Sustainability (4)
  - ESTU 415, Planning for Sustainable Communities (4)
  - ESTU 440. Ecotourism and Sustainable Development (3)
  - MKTG 487, Non-profit Marketing (4)

**TOTAL CREDITS: 99-100 but 24 of those credits are GURs**