



NEW Graduate Certificate Business Sustainability

Sustainability from the *Business* Perspective

12 Hour Certificate All courses are 3 credits, online, and bi-term

Fall 2015 2nd Bi-term: Brian Sullivan, J.D.

BA 545 Survey of Business Sustainability Issues

Survey course introduces key business sustainability issues. (Required Core Course)

Spring 2016 2nd Bi-Term Ismail Civelek, Ph.D.

BA 546 Sustainable Business Operations

Examines the value chain perspective and identifies opportunities for sustainable actions and policies – topics like Triple Bottom Line, Lean & Six Sigma, Life Cycle Assessment, Carbon Disclosure, LEED Building, and Design for Environment. (Elective)

Summer 2016 June Term We Rotate 2 Classes: One Offered Each Summer

BA 547 Sustainability, Innovation, & Entrepreneurship Dana Cosby, Ph.D.

Explores the intersection of public policy and business interests, and the implications for entrepreneurship, innovation, and sustainability – topics like sustainable, green, and global entrepreneurship, and business opportunities in sustainability –OR- (Elective)

BA 548 Sustainability Marketing Patricia Todd Ph.D.

Examines how sustainability impacts marketing & how marketing impacts sustainability – topics like fraudulent business sustainability initiatives, interdependencies among stakeholders, and creating effective sustainability marketing strategies. (Elective)

TENTATIVE SCHEDULE 2016-17

Fall 2016 2nd Bi-term: BA 545	Summer 2017 June: BA 547 or BA 548
Spring 2017 2nd Bi-Term: BA 546	(The one not offered Summer 2016)

- Students may substitute 3 elective credit hours from the **Global Pathways to Sustainability certificate** upon prior approval of the MBA Office.
- The Graduate Certificate in Business Sustainability is operated within the MBA program and 9 credits can be used as MBA electives HOWEVER,
- Certificate students do NOT have to be admitted to the MBA program. **Students only need to have “graduate standing” at WKU to enroll.**

For more information contact 745-5458 bob.hatfield@wku.edu 434A Grise Hall
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