

# Managing for Sustainability (MSUS)

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## Major Requirements

Sustainability has emerged as one of the foremost challenges facing humanity in the 21st century. All organizations, from businesses to governments to civic organizations, seek to generate value with finite resources. We have a deep need to recognize that economic sustainability can be achieved in the long term only by realigning business models and strategies to become ecologically and socially sustainable. MSUS graduates should not only understand the managerial challenges to realizing sustainability but also possess the courage and passion for achieving sustainable environmental, social, and economic goals. Students' knowledge and managerial competence should grow through studying theories and concepts from a range of relevant disciplines, engaging in experiential learning, dissecting key organizational successes and failures, crafting oral and written reflections, and honing analytical abilities with multiple types of data. By building our students' awareness of sustainability issues on all levels – from local to global – our program will strive to develop the managers that organizations need to meet the sustainability challenge.

Graduates of the Managing for Sustainability program will complete a curriculum designed to help them achieve four specific learning objectives.

1. They will understand sustainability as an interdisciplinary phenomenon that includes science, technology, history, ethics, socio-cultural circumstances, legal aspects, political conditions, and economic factors.
2. They will understand organizational roles in sustaining our world, including how the various functions of an organization – such as finance, marketing, operations, and others – can contribute to meeting sustainability challenges.
3. They will be stimulated to reflect regularly on the knowledge they have acquired and on their particular experiences in order to determine additional areas to explore and they will use this reflection to foster innovative ways to address sustainability challenges.
4. In senior-level Sustainability Action Learning Projects, MSUS students will have opportunities to manage actual efforts to foster change and to struggle with potential barriers to success.

The following courses, beyond completion of the BSBA core curriculum requirements, constitute the Managing for Sustainability (MSUS) major.

## BSBA Core Curriculum Requirements

### Foundational Literacy Requirements

Four courses are required of all BSBA majors.

MGMT 100	Management Past, Present and Future	.5
MGMT 101	Introduction to Organization and Management	1
MGMT 102	Quantitative Reasoning for Managers	1
ECON 103	Economic Principles and Problems	1

### Managerial Literacy Requirements

MGMT 200	Foundations Accounting and Financial Management I	1
MGMT 201	Marketing	1
MGMT 202	Operations	1

### Integrative Literacy Requirements

Three courses are required of all BSBA majors.

MGMT 302	The Stakeholder Organization	1
MGMT 303	The Technological Organization	1
MGMT 304	The Strategic Organization	1

All BSBA majors must satisfy the Culminating Experience component of the College Core Curriculum. This requirement is typically fulfilled by enrollment in MGMT 304 The Strategic Organization. In addition, all majors will receive instruction in writing, speaking, and information literacy as part of their BSBA core curriculum coursework.

In the spring of their sophomore year, all BSBA students will, in consultation with their advisers, select a major from among the four specialized programs and will complete the specific major requirements in addition to the BSBA core curriculum requirements. Transferring between programs is possible as long as the student will be able to meet all degree requirements of the new program and still graduate on schedule. Students cannot double major in two different BSBA programs.

## Managing for Sustainability Requirements

All MSUS majors must take the following three courses:

MSUS 300	Fundamentals of Managing for Sustainability	1
MSUS 301	Managing for Sustainability II	1
MSUS 400	Sustainability Action Learning Project	1

In addition, **all MSUS majors** must take approved sections of FIVE elective courses: one course from each of the three categories of electives (Scientific and Technological Considerations Electives, Historical, Socio-Cultural and Ethical Considerations Electives, and Legal, Political and Economic Considerations Electives) and two additional electives from any of the three elective categories. No student can use the same course to fulfill two different MSUS elective categories. The MSUS program maintains a current list of courses that fulfill each of the three categories. This list can be found on the School of Management webpage under degree programs, required courses, Managing for Sustainability - sample course schedule bucknell.edu/documents/management/msuscurriculum.pdf . With permission of their adviser, students may substitute other courses appropriate to these MSUS elective categories, as long as such courses are taught by faculty outside the School of Management.

## Faculty

**Program Chair:** Jamie R. Hendry

## Courses

### **MSUS 300. Fundamentals of Managing for Sustainability. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

Explore how organizations manage toward social, environmental, and economic sustainability goals. Prerequisites: sophomores, juniors, or seniors only; MGMT 101 or permission of the instructor.

### **MSUS 301. Managing for Sustainability II. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

Advanced topic in sustainability, including triple-bottom line performance management and integrating other sustainability themes. Prerequisite: MSUS 300. Juniors and seniors only.

### **MSUS 310. Independent Study in Managing for Sustainability. .5-2 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Individual study or projects, supervised by instructor. Prerequisite: permission of the instructor.

### **MSUS 315. Special Topics in Managing for Sustainability. .5-1 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

A seminar on selected topics in managing for sustainability. Prerequisite: permission of the instructor.

### **MSUS 316. Organizing for Justice and Social Change. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

Interdisciplinary approach to studying multiple ways of organizing for the purposes of promoting justice and social change. Prerequisite: MGMT 101 or permission of the instructor.

### **MSUS 320. Sustainable Development Management. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

This cross-sectoral seminar explores civil society building, post-conflict reconstruction, humanitarian assistance and social, economic and political change, focusing on both sustainable development and development management.

### **MSUS 330. Sustainable Human Resource Management. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

Focus is on how human resource management practices can contribute to organizations' economic sustainability while simultaneously enriching lives of employees and their communities. Prerequisite: MGMT 101 or permission of the instructor.

### **MSUS 335. Social Innovation and Entrepreneurship. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

Focus is on the promise and peril of social innovation and entrepreneurship. Critically examine the promise, achievements, and problems with both. Students develop a pilot project in social innovation or entrepreneurship.

### **MSUS 390. Honors Course in Managing for Sustainability. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Special and independent studies for Managing for Sustainability majors selected under guidelines of the school and the University Honors Council. Honors thesis required. Prerequisite: nomination by the school and permission of the instructor.

### **MSUS 400. Sustainability Action Learning Project. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3,Other:3**

In groups, students manage significant projects that further key sustainability goals and involve multiple stakeholder groups. Prerequisites: MSUS 300, MSUS 301 or instructor permission. Seniors only.