

# MAJOR IN BUSINESS ADMINISTRATION, SUSTAINABLE BUSINESS CONCENTRATION

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This program provides students with a comprehensive knowledge of sustainable business management approaches and strategies. Firms, organizations, and employers of all sizes are recognizing their role in shaping a more just society and sustainable environment. In today's workforce, social and sustainable business expertise is a required competency for nearly all roles and the availability of sustainability-focused jobs is growing rapidly. Most large companies now produce sustainability reports and measure, manage, and report on environmental, social, and governance (ESG) goals.

This program focuses on providing students with subject matter knowledge and experience to effectively integrate economic, social, and environmental goals into their work or business strategy. As a result of this concentration, students will develop knowledge regarding approaches and trends in sustainable business, understand the role of business in addressing sustainability and social issues, drive sustainable marketing and consumption, and develop leadership skills to shape responsible business practice. Graduates will be able to harness emerging trends in green business for strategic positioning and social/environmental good.

In addition to the All-University Core Curriculum (<http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/>), course work for a concentration in Sustainable Business includes the College of Business Core and various electives that allow the student to structure a program around their educational and/or career interests.

## Learning Objectives

Upon successful completion, students will be able to:

1. Identify the impacts of climate change and biodiversity loss, among other social and environmental sustainability issues, on business and society.
2. Understand how business practice contributes to global sustainability challenges.
3. Recognize and articulate the role of business in addressing sustainability issues.
4. Analyze the ethical, legal, regulatory, strategic, and financial implications inherent in business situations and apply that knowledge to make sustainable and responsible decisions.
5. Apply their knowledge to effectively integrate economic, social, and environmental goals into their work or business strategy.
6. Harness emerging trends in green business for strategic positioning and social/environmental good.