Why Vanilla MBA Programs are Going Green

David M. Boje
Coordinator Greening the Curriculum, a grant from Presidents Excellence Fund
Career Fair - Feb 4-5 2014 @ NMSU

Above: Trumen Bob; Dominic Filosa; Kristin Montoya; David Boje
Not shown: Alyssa Reynolds; Alena Kostyk; Wenkai Zhou; Brian Taillon from Marketing Ph.D. program & Hank Strevel Management Ph.D. program who were doing observations and interviews at Career Fair
Purpose Today

- Seek Graduate Committee Approval for courses to list as part University-wide Graduate Certificate

- Already have ADAC approval of the process for University-wide Sustainability Minor in three tracks

- Already have Registrar’s approval to put into course catalogue for Marketing purposes

- With Graduate Committee approval, we then go to Graduate College, then ADAC’s final approval on university-wide Graduate Certificate in Sustainability
Strategy

To develop a Graduate Certificate Program consisting initially of courses already available in the College of Business, MBA program, with some options in other colleges.
Learning Objectives

1. Understand and be able to effectively communicate the concept of sustainability.
2. Develop and use an ethical perspective in which they explain how sustainability relates to their lives and values, and how their actions impact issues of sustainability.
3. Become aware of and explain how economy, society, culture, energy, and the environment are interrelated, making connections between their chosen course of study and sustainability.
4. Develop technical skills or expertise necessary to implement sustainable solutions.
5. Explain the ways in which sustainable thinking and decision-making contributes to the process of creating solutions for current and emerging social, environmental, and economic crises.
6. Apply concepts of sustainability locally (e.g. to change daily habits and consumption patterns) and globally by engaging in the challenges and solutions of sustainability in a world context.
7. Synthesize understanding of the interconnections among social, cultural, economic, energy, and environmental systems and reason holistically.
Requirements

- A 3.0 minimum cumulative GPA in four courses as described below will be required for award of the Sustainability Graduate Certificate Program.
Benefits of Graduate Certificate

- The University-wide Graduate Certificate helps masters students prepare for a career in sustainability.

- The Graduate Certificate draws upon disciplines of study across the College of Business, and the university.

- Advising for the minor is currently available in Management and Agriculture departments.
Who has Gold Star in Sustainability:

- Colorado State University: GOLD
- Iowa State University: GOLD
- Kansas State University: NONE
- Montana State University: NONE
- New Mexico State University: GOLD
- Oklahoma State University: BRONZE
- Oregon State University: GOLD
- Texas Tech (Lubbock): NONE
- University of Arizona: NONE
- University of Idaho: NONE
- University of Nevada: SILVER
- University of New Mexico: NONE
- University of Texas at El Paso: NONE
- Utah State University: NONE
- Washington State University: GOLD
- University of Wyoming: NONE
PROPOSED Graduate Certificate in Sustainability: Select 12 credits from the following list of courses: Choose 9 credits from the A list & 3 From B list:

<table>
<thead>
<tr>
<th>A LIST</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>BCIS 502</td>
<td>Business-Information-Systems</td>
</tr>
<tr>
<td></td>
<td>Prerequisite: graduate students only</td>
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<tr>
<td>MGT 590</td>
<td>Strategic Management</td>
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<td></td>
<td>Prerequisite: M.B.A. student in his or her final semester.</td>
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<td></td>
<td>Restricted to majors.</td>
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<tr>
<td>MGT 655</td>
<td>Systems Theory</td>
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<td></td>
<td>Prerequisites: doctoral status or permission of instructor for masters students.</td>
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<tr>
<td>MGT 685</td>
<td>Storytelling Consulting Doctoral Seminar</td>
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<tr>
<td></td>
<td>Prerequisites: doctoral status or permission of instructor for masters students.</td>
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<tr>
<td>MGT 690</td>
<td>Independent Study in Sustainability Management</td>
</tr>
<tr>
<td>ECDV 671</td>
<td>Sustainable Economic Development</td>
</tr>
<tr>
<td></td>
<td>Prerequisites: AEEC 501, AEEC 502 and AEEC 540</td>
</tr>
<tr>
<td>ECON 573</td>
<td>Regulatory Policy and Industry Analysis: Electricity II</td>
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<td></td>
<td>Consent of instructor required. Prerequisite(s): ECON 571 or consent of instructor.</td>
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</table>

Choose 3 credits (usually one course) from the B list:

<table>
<thead>
<tr>
<th>B LIST</th>
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<tbody>
<tr>
<td>ANTH 536</td>
<td>Anthropology of Development</td>
</tr>
<tr>
<td>ANTH 538</td>
<td>Plants, Culture, and Sustainable Development</td>
</tr>
</tbody>
</table>

Note: 🌿 is for Focused Course; 🌿 is for Related Course  See Definitions Page  Note: Check prerequisites in Graduate Catalogue
Graduate Certificate in Sustainability

What courses from Other Colleges have sustainability-focused content?

AEEC 575 Advanced Water Resource Management and Policy
AEEC 580 Natural Resources and Environmental Policy
ANTH 536 Anthropology of Development
ANTH 538 Plants, Culture, and Sustainable Development
ANTH 539 Culture and Foodways
ANTH 540 Cultural Resource Management I
ANTH 542 Cultural Resource Management II
ANTH 572 Advanced Primate Behavior and Ecology
AXED 565 New Mexico Water Issues
AXED 589 The Role of Technology Transfer and Social Change in Development Settings
BIOL 540 Science and Ethics
BIOL 552 Landscape Ecology
BIOL 567 Individuals and Populations
BIOL 568 Communities and Ecosystems
BIOL 569 Evolutionary Ecology
BIOL 570 Ecological Biogeography
HIST 508 Environmental History
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</tr>
</thead>
<tbody>
<tr>
<td>Departments participating in sustainability programs</td>
<td>Set baseline database</td>
<td>+5%</td>
<td>+10%</td>
</tr>
<tr>
<td>Sustainability program enrollment diversity Female</td>
<td>Set baseline database</td>
<td>+3%</td>
<td>+5%</td>
</tr>
<tr>
<td>Sustainability program enrollment diversity Hispanic (&amp; others TBD)</td>
<td>Set baseline database</td>
<td>+2%</td>
<td>+5%</td>
</tr>
<tr>
<td>Courses with international sustainability service and outreach components</td>
<td>Set baseline database</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Courses with Energy savings Projects</td>
<td>Set baseline database</td>
<td>+5%</td>
<td>+10%</td>
</tr>
<tr>
<td>Estimated savings of those projects</td>
<td>Set baseline database</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Courses with sustainability projects</td>
<td>Set baseline database</td>
<td>+10%</td>
<td>+15%</td>
</tr>
<tr>
<td>Faculty with sustainability related donations, grants and contracts</td>
<td>Set baseline database</td>
<td>+10%</td>
<td>+15%</td>
</tr>
<tr>
<td>Sustainability related jobs found by students</td>
<td>N/A (set baseline database)</td>
<td>+5%</td>
<td>+10%</td>
</tr>
<tr>
<td></td>
<td>7 Vision 2020 Goals and SUSTAINABILITY MINOR outcomes &amp; measures</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>---------------------------------------------------------------</td>
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</tr>
<tr>
<td>1.</td>
<td>Graduation – Teaching, Learning &amp; Programs - Provide effective academic programs, stellar teaching and learning, and enhanced student engagement to advance highly capable graduates</td>
<td>Increases in enrollment from 3% form Baseline by 2014: graduating students; 5% increases from the current course offerings; 5% increase in departments participating with course offerings that are sustainability-focused or sustainability-related.</td>
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<tr>
<td>2.</td>
<td>Diversity – Be a model of student, faculty and staff diversity at all levels</td>
<td>Increase in diversity enrollment by 3% by FY 2014: NMSU currently has 45% Hispanic enrollment, which we intend to increase in this program; includes 3% increase in female enrollment in the sustainability-focused or sustainability-related courses.</td>
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<tr>
<td>3.</td>
<td>Internationalization - Effectively prepare students for a global society</td>
<td>Increase 10% in International courses that are sustainability-focused or sustainability-related; includes 10% increase in course projects that focus on international cases and service projects. Talloires Declaration signed by NMSU, item 9 is to broaden service and outreach of sustainability both nationally and internationally.</td>
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<tr>
<td>4.</td>
<td>Research &amp; Creative Activity-- Be the catalyst for promoting discovery, encouraging innovation, sparking economic advancement, and inspiring creative achievement</td>
<td>Measure is number of these energy saving projects, and secondly the estimate dollar savings to NMSU and its communities. FY 2014 goal is $20,000 in reported project savings to university and/or community.</td>
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</tr>
<tr>
<td>5.</td>
<td>Economic Development -- Be a driving force for economic progress in New Mexico</td>
<td>We will assess number of projects in courses students are taking as part of Sustainability minor, and in sustainability-focused or sustainability-related courses.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Resource Stewardship -- Increase philanthropy and alternative revenue to support teaching, research and service</td>
<td>Alumni donations increase of 10% in FY 2014, specifically for sustainability efforts to support teaching, research, and service. Currently 106/694 (15%) faculty are doing grants and research related to sustainability.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Community - Service, Extension &amp; Outreach -- Be a model for community engagement at all levels through innovative</td>
<td>This is measured by students picking sustainability careers. Part of our project is to work with career center, have both in 3 career expos in FY 2014, training for advising</td>
<td></td>
</tr>
</tbody>
</table>
Sulphur Springs Valley Electric Cooperative offers internship programs and loves to recruit sustainability majors and minors.

Ron Orozco, Manager, is interviewing two of Dr. Adler’s Strategy Students from College of Business.
# Jobs in International Sustainability Careers

- Wind Energy Jobs (135)
- Environmental Jobs (91)
- Consulting Jobs (62)
- Solar Power Jobs (52)
- Energy Efficiency Jobs (36)
- Biofuels and Bioenergy Jobs (32)
- Hydro Power Jobs (24)
- Electricity T&D Jobs (24)
- Energy Policy Jobs (23)
- Waste to Energy Jobs (11)
- Combined Heat and Power (CHP) Jobs (10)
- Geothermal
- Energy Jobs (9)
- Electrical Energy Storage Jobs (9)
- Tidal Energy Jobs (8)
- Wave Power Jobs (7)
- Thermal Energy Storage Jobs (6)
- Green Transport Jobs (2)
- Hydrogen Production & Storage Jobs (2)
- Carbon Capture and Storage CCS Jobs (1)
PART II

- Why a Green MBA Program Concentration is a Strategic Advantage for College of Business
A Grad from NMSU College of Business

Jacob Massoud, a graduate of Management Department Ph.D. program teaches, in the Green MBA http://greenmba.com/ at the Dominican University of California
What is a Vanilla MBA Program?

- Students choose a general business degree, usually called a ‘vanilla MBA’

- Or students select an area of concentration for their MBA program
Vanilla MBA Career Path

- February 6, 2014 by Amanda Bradford, NMSU News Center

“Somewhere between the nurturing environment of college and the competitive business world, many graduates find themselves in a little bit of a panic. Try wonder: What is the best path”? 
GREEN MBA Program concentration is in line with National Trends

- Fast Company Magazine did a reprint of Princeton Review and Entrepreneur Magazine just released their first rankings of the top 16 green MBA programs in the U.S.

- OUR PEER INSTITUTION, Colorado State University offers Green MBA in Global Social & Sustainable Enterprise  
  Source
16 top Green MBA programs

1. Babson College F.W. Olin Graduate School of Business has 12 green-themed classes.

2. Bentley University McCallum Graduate School of Business has paid sustainability research projects to help local companies develop sustainability business plans.

3. Brandeis University International Business School launched the MBA in Socially Responsible Business (Global Green MBA) with classes in business and the environment, managing the triple bottom line, and investing in energy.

4. Claremont Graduate University Drucker School of Business has special topics courses on sustainability and a 11 day program in Costa Rica.

5. Clark University Graduate School of Management has dual MBA/MA Environmental Science and Policy program with courses in Green Business Management, Management of Environmental Pollutants and Climate Change, Energy, and Development. The school reduced paper output by 80%.

6. Columbia University Columbia Business School has a Green Curriculum, with courses in Business and Society, Sustainable leadership and ethics (Doing Well by Doing Good), and topics in Finance and Sustainability, Business in Society.

7. Duke University The Fuqua School of Business has a Green Curriculum in a 3-year MBA/Master of Environmental Management joint program, and is placing graduates of the MBA in most sought-after sustainability positions in industry and non-governmental organizations.

8. New York University Leonard N. Stern School of Business has classes in Corporate Branding and Corporate Social Responsibility, Introduction to Environmental and Social Sustainability, and Foundations of Social Entrepreneurship. 60% of the MBA courses integrate sustainability content.
9. Portland State University School of Business put in a sustainability MBA program throughout the curriculum that includes courses in Product Design and Stewardship, Metrics for Sustainability Enterprise, and Social Sustainability.

10. Stanford University Graduate School of Business has a Green Public Management Certificate in socially responsible business and a joint MS/MBA in Environment and Resources.

11. University of Michigan Stephen M. Ross School of Business has the Erb Institute for Global Sustainable Enterprise in partnership with School of Natural Resources and Ross School of Business in a 3-year MS/MBA program with courses like Green Development, Sustainable Manufacturing and Environmental Economics.

12. University of North Carolina at Chapel Hill Kenan-Flagler Business School has an MBA with a concentration in sustainable enterprise, that includes a Sustainability Immersion course as the capstone of their MBA. They offer business consulting in real world sustainability venture experiences, including Sustainable Venture Capital Investment Competition where students with best business plans win seed money.

13. University of Notre Dame Mendoza College of Business offers sustainability courses in topics like Greening the Supply Chain, Improving Environmental Accounting, and research on how company annual reports have a rhetoric of sustainability that does not match their actual energy efforts, etc.

14. University of Virginia Darden Graduate School of Business has a 2nd year concentration on sustainability with 19 courses to choose from, including a signature overseas Global Business Experiences focus on sustainable companies.

15. University of Wisconsin-Madison School of Business has a Graduate certificate in Business, Environment, and Social Responsibility. It is a 12 credit track.

16. McGill University Desautels Faculty of Management in Montreal, Quebec has a new green curriculum that integrates social, environmental, and ethical issues into MBA education using case studies, and a Global Strategy and Leadership minor focused on sustainability issues.
Accounting & Career Networking

“[My impression of the fair was] very good, although smaller than it has been in the past,” said Ray Foote, an accounting major, “but there was a lot of variety in the firms, not as many as I was hoping for accounting internships, [or] for accounting jobs in the future, but a good variety for everyone.” 2010 - source

NOTE: “Graduates from New Mexico State University’s accounting program are actively recruited by employers from all over the country, though many students choose to stay in New Mexico after graduation. New Mexico State alumni have secured positions at some of the country’s most prestigious public accounting firms and corporations.”

“Beta Alpha Psi, a national honor society for accounting students, promotes its members’ career development by organizing community service projects and professional networking opportunities” source
7 Steps to *Green MBA Program*

- **1. Recharacterize** (authentic MBA identity) Story that is ideal – when MBAs were at their very best, not Vanilla (here and there)

- **2. Externalize** (re-label; re-brand) Make the Problem the *Old Story, the Old MBA brand*, not the MBA student

- **3. Sympathize** (benefits) – of *Old Vanilla MBA Story*

- **4. Revise** (consequences) – of *Old Vanilla MBA Story*

- **5. Strategize** (Little Wow Moments of exception to grand *Old MBA Vanilla MBA Story*)

- **6. Restory** (rehistoricizes the Grand old Vanilla Story by collecting Little Wow moments into *New Green MBA Story*)

- **7. Publicize** (support networking) e.g. letter writing with supporters of *New Green MBA Story*
Restorying to *Green MBA Program*

**STEP 1: Recharacterize** (NMSU MBA at its best lives up to ‘Green’ ideal of being economically sustainable)

It’s part of a Green professional community

It’s happening now at grass roots with our NMSU Graduate Faculty
Step 2 Externalize

Rebrand MBA as Green

Re-label ‘Vanilla MBA’ to ‘Green MBA’

Then we externalize Green to Employers, MBA applicants, Alumni, Career Fairs
Step 3 Sympathize with Benefits of Vanilla MBA

1. Status quo since Dean Danny Arnold

2. No changes for Graduate Committee

3. No time investment by Faculty

4. Nothing new to do for Students
Step 4 Revise: What are Consequences of Vanilla MBA

1. Old story of Vanilla MBA nets low pay jobs

2. Attracts lower quality student

3. Does not differentiate NMSU

4. NMSU not fulfilling its Talloires or University President Climate agreements signed by NMSU presidents

5. College of Business not meeting new AACSB sustainability guidelines
Step 5 Strategize:

‘Little Wow Moments’

1. Several MBA courses are already Green

2. MBA students could get those Green jobs e.g. Feb 5th 2014 Career Fair at NMSU

3. Plan ahead to fulfill AACSB sustainability assessment initiative

4. Tabling at next Career Fair in March
Step 6 Restory

Collect Little Wow Moments into a new NMSU story

1. NMSU has been going green since 1963
2. NMSU is a Gold Star rated university in sustainability
3. Fortune 500 companies recruiting at NMSU
4. Companies want MBAs who Go Green!
Step 7 Publicize

- Network the ‘New Story of Green MBA’
- Alumni Services, Career Fair Services
- Advising
- Change the Banner
- Star Audit programming
- Tabling
- Letter to prospective students
- Letter inviting employers to Green MBA
- Career Fair
- Foundation fund raising
- Green MBA scholarships
- Green MBA internship
- Green MBA student association
122 Organizations exhibited at NMSU Career Fairs 2013 & 2014

Invite to next Green MBA Career Fair (# Jobs)

- 3m (77)
- aecom (1,548)
- aramark (77)
- allergan (139)
- armstrong world industries (77)
- bae systems (101)
- bhp billiton (113)
- bayer (109)
- bechtel corporation (207)
- brown and
- caldwell (170)
- ch2m hill (619)
- clarke mosquito control (128)
- dupont (128)
- ecolab (70)
- freeport-mcmoran (866)
- ihs, inc. (175)
- ingersoll rand (74)
- jacobs (75)
- parsons corporation (547)
- johnsoncontrols, inc (80)
- sra international (82)
- millercoors (157)
- nestle waters
- north america inc. (134)
- schlumberger (144)
- siemens (861)
- newmont (128)
- urs corporation (158)
- pall corporation (122)
- arsons (150)
Upcoming NMSU Career Fairs

Employment Extravaganza 2014: March 12

Educators’ Job Fair 2014: March 30 – April 1, 2014 - ‘Largest in Southwest’

Career Expo 2014: September 16-17

Graduate and Professional School Fair 2014: October,

Government & Public Service Career Showcase 2014: Nov 20th
NMSU is a CLIMATE Hub for Funding

February 5, 2014 by Emily C. Kelley, NMSU News Center

“Agriculture Secretary Tom Vilsack announced today the locations for seven Regional Hubs for Risk Adaptation and Mitigation to Climate Change.”

“Climate Hubs” will address increasing risks such as fires, invasive pests, devastating floods and crippling droughts on a regional basis, aiming to translate science and research into information for farmers, ranchers and forest landowners on ways to adapt and adjust their resource management.

The Southwest Regional Hub: located at Rangeland Management Unit/Jornada Experimental Range at NMSU

The Agricultural Research Service location housed at NMSU
Thank you

Please provide any suggestions, innovations, or schedule meetings to discuss Sustainability Minor @ NMSU with coordinator, David Boje dboje@nmsu.edu

http://peaceaware.com/sustainability/ has the info on the Greening the Curriculum @ NMSU Project

Greening the Curriculum
Thinking About A Greener Future
Ask Us About Minoring in Sustainability...