# Proposal Summary and Routing Form

**Experimental Course**

**Proposal Title:** MMBA 790 Sustainable Development for Organizations

**Initiating Unit or Individual:** Management Department

**Contact Person's Name:** Maureen Heaphy & Anita Fagerman  
**e-mail:** heaphym@ferris.edu & fagerman@ferris.edu  
**phone:** 591-3166 & 591-2168

**Date or Term of Proposal Implementation:** 201001 (Spring 2010)

- [ ] Group I - A - New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- [ ] Group I - B - New minors or concentrations
- [ ] Group II - A - Minor curriculum clean-up and course changes
- [X] Group II - B - New Course
- [ ] Group III - Certificates
- [ ] Group IV - Off-Campus Programs

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<th>Group/Individual</th>
<th>Signature</th>
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<th>Vote/Action *</th>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

**To be completed by Academic Affairs**

**President (Date Approved):** Board of Trustees (Date Approved): President's Council (Date Approved):
1. Proposal Summary

Create MMBA790 Sustainable Development for Organizations.

The MBA Advisory Board and literature indicate that sustainability is an important topic needing to be addressed by future managers and business people. In 2006 the Malcolm Baldrige National Quality Award Program incorporated sustainability into its Criteria, indicating the following:

The Criteria for Performance Excellence have evolved significantly over time to help organizations address a dynamic environment, focus on strategy-driven performance, and, most recently, address concerns about governance, ethics, and organizational sustainability. (MBNQA Business Criteria, 2006, p. 8)

By creating a course in sustainability, the Ferris MBA program will be able to expose students to important concepts needed in sustainable organizations. "A sustainable organization...is capable of addressing current business needs and possesses the agility and strategic management to prepare successfully for its future business and market environment" (MBNQA Business Criteria, 2006, p. 14).

Creating MMBA790 will keep the MBA curriculum current and better align it with its unique trait of being "shaped by performance management methodologies, including... the seven criteria of the Malcolm Baldrige National Quality Award Program".

It is expected that this course will be approved in a proposal for summer 2010 implementation to replace MMBA 705 in the Advanced Study Certificate in Management Tools and Techniques, and will complement the students’ learning on organizational issues involving global activities, project management, and quality tools.
2. Summary of All Course Action Required*

   a. Newly Created Courses to FSU:
      Prefix   Number   Title
      MMBA     790      Sustainable Development for Organizations

   b. Courses to be Deleted From FSU Catalog:
      Prefix   Number   Title

   c. Existing Course(s) to be Modified:
      Prefix   Number   Title

   d. Addition of existing FSU courses to program
      Prefix   Number   Title

   e. Removal of existing FSU courses from program
      Prefix   Number   Title

3. Summary of All Consultations

   Form Sent (B or C)   Date Sent   Responding Dept.   Date Received & by Whom

4. Will External Accreditation be Sought? (For new programs or certificates only)

   ______________ Yes   ______________ No

   If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.
NEW COURSE INFORMATION FORM

Course Identification:
Prefix: MMBA    Number: 790    Title: Sustainable Development for Organizations
Prerequisite:

Course Description:
This class explores sustainable development [for organizations] focusing on the balancing of *Triple Bottom Line* strategies of social equity, environmental responsibility, and economic prosperity. The course will involve introductions to thought leaders in sustainability, historical context, scholarly research, and case study investigation of sustainable systems/business practices.

Course Outcomes:

1. Introduction to sustainable development:
At the conclusion of this course, the student will be able to
   - Understand the history of sustainable development.
   - Understand the impacts of current economic systems on natural [ecological] systems and social systems.
   - Differentiate between sustainable organization practices, products and business.
   - Examine the role and responsibility organizations play in innovating to sustainable business and regional economic development.
   - Understand an operational framework for the development of sustainable systems that adds strategic value to an organization and the products/services it provides.
   - Interpret and articulate the concept of “disruptive” technologies.
   - Identify and assess the current sustainable business practice and its global implications to society and organizations.
   - Identify government and industry standards and requirements for sustainable organizational practices and development.

2. Sustainable Organization Structure
At the conclusion of this course, the student will be able to
   - Analyze the structural organization of sustainable business practice.
   - Apply metrics to sustainable business systems.
   - Differentiate between evolutionary organizational improvement and innovative response.
   - Identify the objectives of sustainable business and systems investigation, e.g. increasing productivity, meeting standards, attracting a new market, etc.
   - Compare and apply fundamental tools and methods of sustainable development research, e.g. resource identification, observation, quantitative/qualitative measures, and skill set parameters.
   - Apply fundamental analysis methodologies and related tools used to evaluate sustainable systems and organizational design.
   - Analyze and utilize sustainable market development resources, including market-focused periodicals, markets, and consumer inputs.
   - Illustrate the value of a management-led sustainability agenda and the necessity of interdisciplinary networks and collaboration within the organization to fulfill that agenda.

3. Sustainable Business Implementation
At the conclusion of this course, the student will be able to
   - Assess organizational opportunities and build a change management strategy to a sustainable model for organizations.
   - Apply metrics for sustainable development.
   - Develop and propose parameters for program development of a sustainable business model.
   - Develop and propose implementation parameters / models that express metrics, economics and launch a sustainable business, service, or product.
Course Assessment Plan

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<th>OUTCOME</th>
<th>Case Study</th>
<th>Research Papers</th>
<th>Written Assignments</th>
<th>Analysis</th>
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Course Outline Including Time Allocation

I. Introduction / History of Sustainable Development (4 hours)
II. Systems thinking, economic, natural and social systems (4 hours)
III. Innovating to sustainable business and regional economic development (3 hours)
IV. Operational frameworks – case studies (4 hours)
V. Sustainable business practices and global implications to society (3 hours)
VI. Government and industry standards (4 hours)
VII. Analysis of organizational structures (6 hours)
VIII. Metrics and reporting methods (4 hours)
IX. Tools and methods of sustainable development / research (4 hours)
X. Regional Sustainability Networks (5 hours)
XI. Change management theory (4 hours)

Total instructional hours: 45
CREATE NEW COURSE
Course Data Entry Form

FORM F
Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes
1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the
   prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201001 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix b. Number c. Enter Contact Hours per week in boxes.
   MMBA 790 LECTure LEC LAB INDependent Study – Check (x) ☐
   Practicum: ________ Seminar: ________

d. Course Title: Sustainable Development for Org (Limit to 30 characters/spaces.)

  e. College Code: BUS f. Department Code: MGMT
  Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: ☐ Variable ☒ Fixed h. Minimum Credit Hours ☐ i. Maximum Credit Hours ☐

  j. May Be Repeated for Added Credit: Check (x) ☐ Yes ☒ No

  k. Levels: Check (x) ☐ Undergraduate ☒ Graduate ☐ Professional

  l. Grade Method: Check (x) ☒ Normal Grading ☐ Credit/No Credit only (Pass/Fail)

  m. Does proposed new course replace an equivalent course? Check (x) ☐ Yes ☒ No

  n. Equivalent course: Prefix ☐ Number ☐ See instructions on Replacement courses.

  o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
  This class explores sustainable development [for organizations] focusing on the balancing of Triple
  Bottom Line strategies of social equity, environmental responsibility, and economic prosperity. The
course will involve introductions to thought leaders in sustainability, historical context, scholarly
research, and case study investigation of sustainable systems/business practices.

  p. Term(s) Offered: FALL & SPRING EVEN YEARS, SUMMER ODD YEARS q. Max. Section Enrollment: 20

  r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. MMBA 601

UCC Chair Signature/Date: ____________________________ 11/1/11

Academic Affairs Approval Signature/Date: ____________________________ 11/4/09

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
☐ Basic Skill (BS) ☐ General Education (GE) ☐ Occupational Education (OC) ☐ G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE _ SCADETL _ SCARRES _ SCAPREQ _

Page 6 of 6
Attached is a proposal for experimental course MMBA 790 Sustainable Development for Organizations. This new course is proposed as MMBA 745 in a proposal for other changes to the MBA program with expected implementation in summer or fall. However, we have 22 students needing this course (or the MMBA 705 course that it will replace) to graduate in 2010.

Please approve this course for spring 2010 so that I may request it be built and register these students.

Thank you,
Shannon Yost, Secretary III
College of Business - Graduate Programs
119 South Street, BUS 212C
Big Rapids, MI 49307-2284
Phone (231) 591-2168, Fax (231)-591-3521