

Revised 05/08/2009

**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: 591-3156 & 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
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty	Anita Fagerman Maureen Heaphy <i>per email</i>	10/29/09	<u>2</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Department Faculty	↓		<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
Department Head	↓ <i>[Signature]</i>	10-30-09	<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
College Curriculum Committee	↓		<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
Dean	↓ <i>[Signature]</i>	10/30/09	<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
University Curriculum Committee	↓		<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
Senate	↓		<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support
Academic Affairs	↓ <i>[Signature]</i>	10/29/09	<u>    </u> Support <u>    </u> Support with Concerns <u>    </u> Not Support

\* 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
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**c. Existing Course(s) to be Modified:**

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

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

Prefix	Number	Title
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**3. Summary of All Consultations**

Form Sent (B or C)	Date Sent	Responding Dept.	Date Received & by Whom
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**4. Will External Accreditation be Sought? (For new programs or certificates only)**

\_\_\_\_\_ Yes                      \_\_\_X\_\_\_ 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

OUTCOME	Case Study	Research Papers	Written Assignments	Analysis
1.	X		X	X
2.	X		X	X
3.		X		

### 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

MMBA

b. Number

790

c. Enter Contact Hours per week in boxes.

LECTure  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 3 i. Maximum Credit Hours 3

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:

\_\_\_\_\_  
\_\_\_\_/\_\_\_\_/\_\_\_\_

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 \_\_ SCARRS \_\_ SCAPREQ \_\_



**Shannon Yost/FSU**  
11/02/2009 10:53 AM

To Donald Flickinger/FSU@FERRIS, Maureen  
Milzarski/FSU@Ferris

cc

bcc

Subject Please approve experimental course for spring 2010

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.



201001 MMBA 790 Proposal.PDF

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  
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Big Rapids, MI 49307-2284  
Phone (231) 591-2168, Fax (231)-591-3521