

Western MBA Program: A Sustainable Choice

Western MBA Facts

The Western Washington University MBA Program is a high quality, low cost MBA Program which focuses on providing a personal setting for graduate business education. Class sizes are small, time with professors is long and your fellow students are highly capable and intelligent.

- Ranked in the **Top 100 MBA Programs in the World** by the Aspen Institute in Social Responsibility
- **Accredited by AACSB** as one the **Best Business Schools in the World**
- Named a **Best Business School** by Princeton Review
- WWU **Ranked the #1 Public, Master's University in Pacific Northwest** by US News & World Report
- WWU **Ranked 38th Best Value** among the top 100 public universities by Kiplinger's Magazine
- WWU **Ranked the 9th Largest Green Power Purchaser in Higher Education** by the U.S. EPA
- **18 elective courses** in areas of social responsibility, environmental or sustainable issues
- Located in Bellingham, Washington, ranked the **Best Paddling Town in the USA** by Outside Magazine



Western MBA Program Overview

The Western Washington University MBA program is a cohort designed MBA Program with each class staying together as they make the journey through their MBA studies and finally graduating together. Each cohort begins with a discussion of the broad environment of business and expands to require all students to study ethics, both as a standalone subject and in a strategic context; debate the social responsibility of business and managers; understand the imperatives of a globalizing economy, and social and public policy responses to those imperatives; consider ethical issues at a functional level, and look at managerial and leadership skills through an ethical lens. Many students also engage in service learning or a field project that involves a community-based organization.

A Western MBA student also has many opportunities to deepen study in ethical, environmental, and social issues by taking elective courses in the program and throughout the university. Some possibilities include in-depth courses in ethical decision making, influence in organizations, negotiations and labor relations, environmental accounting and economics, and public environmental policy and administration.

In this endeavor the MBA program applies core values of the College of Business and Economics, including integrity, a free exchange of ideas, and independent thought. In turn, the College applies University values

described in its mission statement and strategic plan of community service, civic engagement, social responsibility, effective citizenship, embrace of diversity, and sustainability.

The Western MBA Program was recently recognized for its quality programs by the Aspen Institute Global 100 Rankings, **Beyond Gray Pinstripes**, which ranked the Western MBA among the top 100 MBA Programs globally in terms of Social Responsibility and Ethics.

Beyond Grey Pinstripes spotlights innovative full-time MBA programs leading the way in the integration of issues concerning social and environmental stewardship in to the curriculum. These schools are preparing students for the reality of tomorrow's markets by equipping them with the social, environmental and economic perspectives required for business success in a competitive and fast changing world.

Suggested Classes to Specialize in Sustainable Issues

Each track of the Western MBA Program involves core, required courses that explore issues of **Social Responsibility, Ethical Decision Making** and **Sustainability**. A concerted effort is made to address issues important in these areas in a variety of academic environments and contexts. The emphasis is on providing students with decision making frameworks rather than telling students “what to think”.

Many different perspectives on the core issues of **Social Responsibility, Ethical Decision Making** and **Sustainability** are available within the MBA Program and throughout the College of Business & Economics. The variety of opinion and the depth of the discourse are all important to the discovery, creation and transmission of knowledge in this new area of academic learning.

The following are a few of the courses available in the 2008 – 2009 academic year which can be used to specialize in the area of Sustainability. 16 credits (4 classes) of specialization are required in the second year of the MBA Program with students able to take more classes if they wish to overload.

Fall Term Courses

Course	Title	Professor
MBA 525	Environmental Management	Dr. Craig Dunn
MBA 500	Environmental Economics Independent Study	Dr. Daniel Hagen
MBA 539	Graduate Seminar on NAFTA	Dr. Stephen Blank
ESTU 587	Conservation Psychology	Dr. Olin Meyers
Marketing 487	Nonprofit Marketing	Dr. Sandra Mottner
Accounting 484	Environmental Accounting	Dr. Steve Senge
Economics 465	Development Economics	Dr. Shawn Knabb
Management 470	International Business Operations	Dr. Bill Boulton

Winter Term Courses

Course	Title	Professor
MBA 525	Corporate Governance	Dr. Craig Dunn
MBA 597	Seminar in Sustainable Reporting	Dr. Steve Senge
MBA 500	Environmental Economics Independent Study	Dr. Daniel Hagen
MBA 500	Energy Economics Independent Study	Dr. Stephen Henson
Marketing 488	Strategies for Sustainability	Dr. Wendy Wilhelm
Management 481	Managing Culture & Diversity	Dr. Jason Kanov

Spring Term Courses

Course	Title	Professor
MBA 529	Influence, Power & Politics	Dr. Matthew Liao-Troth
ESTU 5XX	Environmental Studies Elective under advisement	Staff
Marketing 488	Strategies for Sustainability	Dr. Wendy Wilhelm
Economics 493	Seminar in Natural Resources	Dr. Hart Hodges
Economics 483	Resource Economics	Dr. Steve Henson
Economics 482	Advanced Topics in Environmental Economics	Dr. G. Brown
Management 470	International Business Operations	Dr. Kim

Additional Courses

Other 400/500 level courses that interest student may be taken under advisement. 400/500 level Environmental Studies or Environmental Science courses may be taken under advisement and with instructor permission as long as the student meets course prerequisites or instructor agrees to waive them.

Supporting College Activities

Western Washington University is on the leading edge of Sustainability issues nationwide. Students have voted for Green Power Fee so you can be sure that the energy you consume on campus is from renewable sources. The following is a brief summary of the activities on campus that involve social responsibility and sustainability.

Ethics and Social Responsibility Executive Speaker Series

Senior executives speak to MBA Students on issues of ethical importance in organizations. Students learn about real ethical dilemmas and how organizational leaders attempt to create environments with high moral standards in working with people, managing capital and dealing with the social, political and regulatory environment. These speakers touch on many of the ways that organizations have a social and environmental impact. Presented by the Center for Excellence in Management Education at the College of Business & Economics

Strategic Management Executive Speaker Series

Senior executives discuss with MBA Students the issues of strategic management at their firms including the social impact of their firms and the relevant environmental issues they are faced with. Presented by the Center for Excellence in Management Education at the College of Business & Economics

Other Activities

WWU Office of Sustainability

The Office of Sustainability is dedicated to helping WWU achieve its strategic goal of sustainability in a number of ways.

- Prioritizing sustainability goals and working to achieve these goals by tailoring sustainability initiatives to meet campus needs.
- Further integrating sustainability into WWU's culture, academics and student life by encouraging faculty, staff, and students to understand the environmental, social, economic and human health consequences of their actions.
- Advancing knowledge of sustainability by facilitating faculty staff and students to research potentially any aspect of campus sustainability.
- Acting as a liaison on sustainability initiatives between campuses regionally and nationally, building connections between WWU and the greater Bellingham community, and publicizing the efforts of WWU.

Website: <http://www.wvu.edu/sustain/>

Group Contact: sustain@wwu.edu

Associated Students Environmental Center

The Environmental Center is here to provide resources to students and other community members about local, national and international environmental issues. We have books, videos, magazines, and other media on a full range of topics - from acid rain to zero population growth. We also bring speakers to campus and present fun and educational programs throughout the year, including the annual Earth Day Fair in the spring. We provide club support and volunteer opportunities, and facilitate student involvement in local environmental conferences and campaigns. If you want to get in touch with campus environmental clubs, local organizations, or find job/internship/volunteer opportunities, we're the place to visit!

Website: <http://earth.as.wvu.edu/>

Group Contact: AS.earth@wwu.edu

Bellingham Emerging Green Builders (EGB)

Bellingham Emerging Green Builders is our local student committee of the US Green Building Council's Cascadia chapter Emerging Green Builders group. It is the Bellingham EGB's intent to educate and promote awareness of the Green building movement and specifically the current industry standard for Green building, the LEED rating system. We will do this by integrating students and young professionals and providing a supportive opportunity for development through our involvement with the USGBC and our local chapter network at the Cascadia office located in Seattle. An Emerging Green Builder is an individual in school or within five years of graduation. This club is open to anyone interested in becoming more involved in Green building from any discipline of study or practice.

Website: <http://www.bellinghamegb.com>

Coordinator Contact: Stacey Glenewinkel

Phone: 206-229-1308

E-mail: Bellingham_EGB@yahoo.com

Food Not Lawns

Creating a sustainable future by increasing the number of community gardens, producing organic food, working towards food security, and bringing community members together.

Coordinator Contact: Dale Rothermel

Phone: 360-738-4088

E-mail: rotherd@cc.wvu.edu,

Group Contact: foodnotlawns@gmail.com

LEAD (Learning, Environment, Action, Discovery)*

Linking Western Washington University, Whatcom County schools, environmental organizations and government agencies to encourage community-based environmental restoration education and service-learning for the benefit of our community.

Website: <http://www.ac.wvu.edu/~lead>

Coordinator Contact: Bradley Pavlik, 756-0760

E-mail: bradley_pavlik@yahoo.com,

Group Contact: lead@cc.wvu.edu

Outback

To promote harmonious living in the community and environment through experiential education, service learning, and celebration.

Coordinator Contact: Adam Roberts

Phone: 734-7029

E-mail: roberta7@cc.wvu.edu,

Group Contact: wwwoutback@gmail.com

Students for Renewable Energy

Our mission is to bring sustainable energy to Western's campus through education, conservation, energy construction projects and conscious energy selection.

Website: <http://www.wvu.edu/~sre>

Coordinator Contact: Erica Althans-Schmidt

Phone: 319-2539

E-mail: althane@cc.wvu.edu,

Group Contact: sre@cc.wvu.edu

Students for Sustainable Food

To facilitate a campus wide movement towards getting more nutritious choices, local foods and organic foods into all dining areas of the WWU campus. Provide students with an integrated, passionate education about the opportunities in sustainable food systems, agriculture and food security in the Whatcom County area and Washington State.

Coordinator Contact: Callie Martin

Phone: 360-630-1983 or 360-676-9042

E-mail: trillium_8@hotmail.com

Group Contact: seed2table@hotmail.com

Surfrider Foundation/Bellingham Chapter

A non-profit environmental organization dedicated to the protection and enhancement of the world's waves and beaches through conservation, activism, education and research.

Coordinator Contact: Stacy Dean

Phone: 360-224-1537

E-mail: stacydean2003@yahoo.com

Group Contact: nws@surfrider.org

Website: <http://www.surfrider.org/nws>

WWU Hybrid Team

This club is to get students more involved with the automotive program here at Western and for the program to continue to be one of the top programs in the nation. We will be working on two cars that were built here at Western by students, to improve on them throughout the year.

Coordinator Contact: Kate Stenson

Phone: 206-299-9017

E-mail: stensk@cc.wvu.edu