




2022 Global Education Summit



Beyond the Buzzwords: Sustainability in Global Programming

Meet Your Presenter



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**What does
sustainability
mean to you?**

Definition of Sustainability

According to United Nations...

- In 1987, the United Nations Brundtland Commission defined sustainability as *“meeting the needs of the present without compromising the ability of future generations to meet their own needs”*

SDGs

- 17 Goals adopted in 2015
- 2030 Agenda for Sustainable Development
- 15-year plan to achieve the Goals.



3 Pillars of Sustainability

Social

Economic

Environmental



Global Program: Sustainability as a Framework

- Offer flexibility: primary push or operational application
- Opens up diverse disciplines and speaker opportunities
- Students see how Sustainable practices work to generate profits
- Provides opportunities for linkage to course work and projects



Why Integrate into Your Curriculum?

Requires faculty to think “sustainability”

- Must fully understand sustainability
- Look at business through a sustainability lens
- New examples, project ideas, company visits, speakers
- Expands opportunities for earlier engagements internationally and domestically

Provides framework for students

- Defines sustainability in broad terms
- Stimulates creative thinking and problem solving toward triple bottom line-SEE
- Unifies best business practices for global application
- Prepares them for new business environment globally

Integration Example: MBA Program

Getting Buy-in

- Willingness to change how they teach
- Willing to revise curriculum
- Perceived value by students

First Year

- New name sustainability and disruptive technology
- All faculty Integrated in parts of courses

Second Year

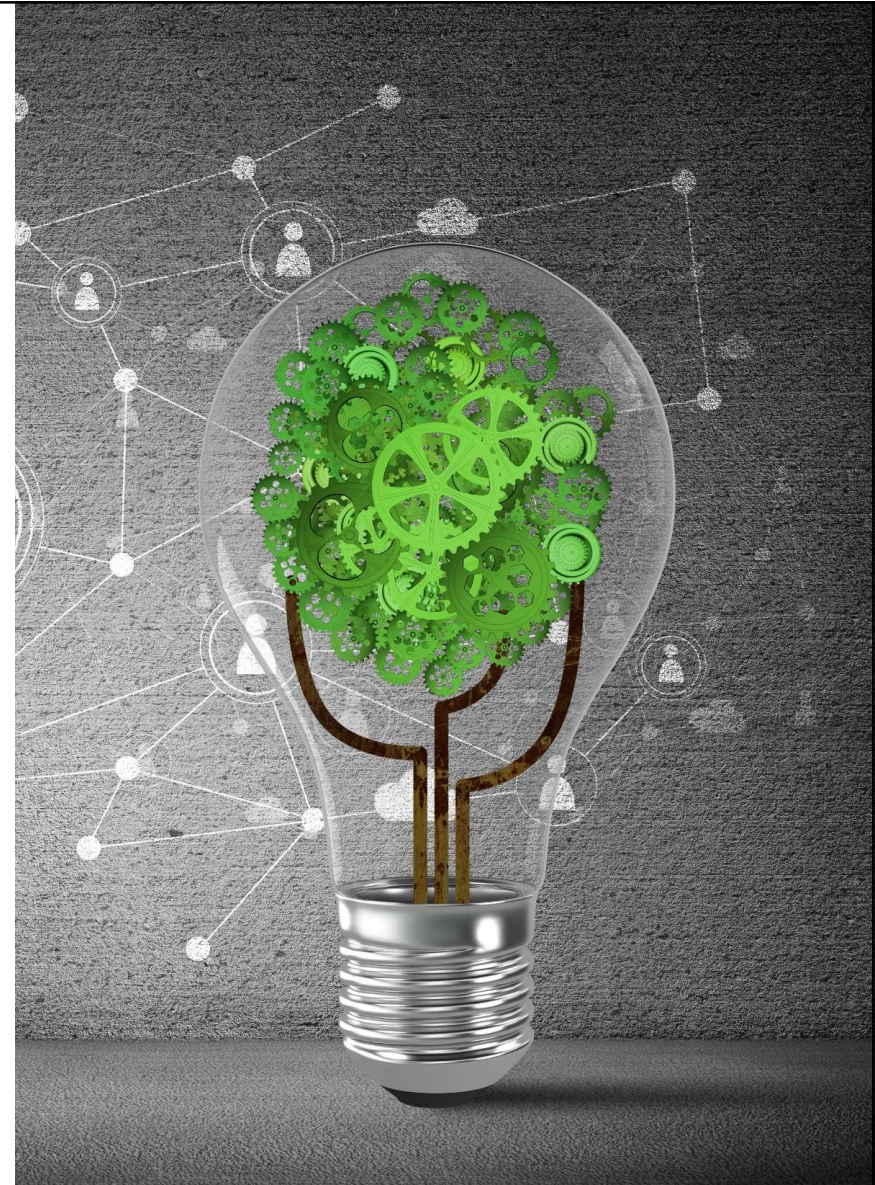
- Two new courses focused on sustainability and business organization
- More in-depth integration
- Capstone project integrated both sustainability and disruptive technology



CALIFORNIA STATE UNIVERSITY
LONG BEACH
College of Business

Sustainability Show & Tell

- How has your university started integrating sustainability into business program curriculum?
- What are some of the sustainability goals your program has set?
- Are you focusing on one course at a time? One program at a time? More overarching focus across populations and programs?
- What value has sustainability curriculum integration brought already? What value could further curriculum integration bring?



What Now?

- It can be overwhelming, start small
- DOT - Do one thing
 - Personal or business related
 - Example: Supply coffee mugs in department instead of paper cups
 - 1 thing becomes 2 becomes 3
- Check out this blog: [“Don’t Doubt DOT”](#)





Thank you!

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Reference Links

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<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

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<https://www.bcorporation.net/en-us>

Example of Academic integration

California State University-Long Beach- Weekend MBA- Dr. Ingrid Martin

- Integration requires several inputs
 - Faculty that want to change how they teach and learn
 - Willingness to go through curriculum revision process
 - Barriers to MBA student acceptance of value of integrating sustainability into their business decision making
 - 12 years ago very difficult
 - Last 3 years increasingly seeing the value

Example of Academic integration

California State University-Long Beach- Saturday MBA- Dr. Ingrid Martin

- Process
 - Redesigned and renamed the program to focus on sustainability and disruptive technology
 - First year core courses required all faculty to integrate sustainability into parts of courses
 - Second year:
 - Required more in-depth integration of sustainability
 - Included 2 new courses focused on sustainability and the business organization
 - Capstone course required project that integrated both disruptive tech and sustainability

Example of Academic integration

California State University-Long Beach- Saturday MBA- Dr. Ingrid Martin

- 2 Courses focused on sustainability and business organization
 - Required 2-3 faculty with different expertise team teaching course
 - Marketing
 - Public policy
 - Consumer behavior
 - Microeconomics
 - ESG
- Focus on solving business problems in sustainability and disruptive Technology context
 - Example: Greenhouse gas emission impact on vulnerable communities, business tradesoffs to be purpose driven organization
 - Purpose driven: term for organization that integrates sustainability through the organization



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