

## BA 560

1.5 Credits

# Ethics and Sustainability

## Course Description

This course is positioned in the first period of the MBA program to provide students with a broad foundation for understanding the positive and negative impacts business can have economically, socially, and environmentally – and how long-term, strategic approaches can unlock business opportunities while addressing these issues.

Companies and society are confronted with a confluence of factors that point to a new way of doing business. These factors include environmental degradation and climate change, widespread poverty and social inequity, and the need for renewable sources of energy. Customer demands are evolving, technology is rapidly advancing, and resources are becoming increasingly scarce. This suggests that more than a “business as usual” approach is needed to be a successful and sustainable enterprise in the long-term.

## General Course Objectives

By the end of this course, students will be able to:

- 🚩 Explain and defend the role of responsible business in society.
- 🚩 Anticipate ethical and social responsibility challenges that they will face as managers in a variety of organizations, and weigh management responses to these challenges.
- 🚩 Analyze evolving global conditions, market demands, and stakeholder pressures to identify sustainable innovation and business development opportunities.
- 🚩 Evaluate organizational ethics and sustainability performance using a variety of frameworks.