

BUSINESS, ENVIRONMENT, AND SOCIAL RESPONSIBILITY, GRADUATE/ PROFESSIONAL CERTIFICATE

The Wisconsin School of Business Graduate/Professional Certificate in Business, Environment, and Social Responsibility (BESR) is designed for UW–Madison graduate students who want to broaden their understanding of sustainable business practices. This certificate provides the real-world skills and knowledge needed to manage enterprises that integrate economic, environmental, and social decision-making in their daily operations.

As determined by each student's individual course path, students will acquire deeper knowledge and skills in select domains such as systems designs, risk management, green real estate, and more. Students are also encouraged but not required to participate in a variety of events and activities that provide a forum to exchange ideas and connect the business community with students and faculty interested in sustainability.

ADMISSIONS

The BESR certificate is open to any student with graduate standing at the University of Wisconsin–Madison. Before beginning the application to the graduate/professional certificate, students should gather the information listed below.

- Current GPA
- Advisor's name and email address
- Planned semester to begin the certificate

Note: For the application to be approved, it is required that the student has consent from the faculty advisor (or, where appropriate, graduate program coordinator) to participate in the BESR certificate. The student must have the advisor send an email to the certificate director, whose name and email address are listed in the Contact Information box, confirming this consent.

REQUIREMENTS

The required foundation course, advanced business sustainability coursework, and electives from across the campus need to tally a **minimum of 12 credits**. The slate of coursework options available for fulfilling the certificate program is shown in the table below. Students are strongly encouraged to participate in related non-credit sustainability experiences via competitions, conferences, and speaker events.

The foundation course has no prerequisites and is open to all graduate students on campus. Students will: (1) take one required foundation course (M H R 710 Challenges & Solutions in Business Sustainability) (2) choose at least 3 additional credits from a list of School of Business advanced business sustainability coursework, and (3) select up to 6 credits of additional courses from other elective coursework.

Code	Title	Credits
Required Foundational Coursework		
M H R 710	Challenges & Solutions in Business Sustainability (spring)	3
School of Business - Advanced Business Sustainability Classes <small>choose at least 3 credits from list</small>		
OTM 770	Sustainable Approaches to System Improvement	4
REAL EST 651	Green - Sustainable Development	3
R M I 650	Sustainability, Environmental and Social Risk Management	3
Other Elective Coursework <small>Up to 6 credits from other elective coursework can be counted towards the required 12 certificate credits</small>		
<i>School of Business</i>		
ACCT I S 700	Financial Accounting	3
ACCT I S 710	Managerial Accounting	3
ACCT I S 771	Seminar in Strategic Cost Management and Performance Measurement	3
FINANCE 700	Introduction to Financial Management	3
M H R 728	Bargaining, Negotiating and Dispute Settlement for Managers	3
M H R 723	Business Strategy	3
MARKETNG 700	Marketing Management	3
OTM 700	Operations Management	3
OTM 732	Economics for Managers	3
R M I 700	Principles of Risk Management	3
R M I/GEN BUS 701	Managing Legal Risks	3
ECON/A A E/ ENVIR ST/ URB R PL 671	Energy Economics	3
<i>College of Agricultural & Life Sciences</i>		
A A E/ECON/ F&W ECOL 531	Natural Resource Economics	3
A A E 643	Foundations of Environmental and Natural Resource Economics	3
A A E/ECON/ ENVIR ST/ URB R PL 671	Energy Economics	3
A A E 760	Frontiers in Environmental and Natural Resource Economics 1	3
A A E 762	Frontiers in Environmental and Natural Resource Economics 2	3
F&W ECOL/A A E/ ENVIR ST 652	Decision Methods for Natural Resource Managers	3-4
<i>College of Agricultural & Life Sciences / College of Letters & Science</i>		
URB R PL/A A E/ ECON/ENVIR ST 671	Energy Economics	3
URB R PL/ECON/ PUB AFFR 734	Regional Economic Problem Analysis	3
URB R PL 841	Urban Functions, Spatial Organization and Environmental Form	2-3

URB R PL/ ENVIR ST 843	Land Use Policy and Planning	3
URB R PL/ ENVIR ST 865	Water Resources Institutions and Policies	3
<i>Nelson Institute for Environmental Studies</i>		
ENVIR ST/ SOIL SCI 575	Assessment of Environmental Impact	3
ENVIR ST/A A E/ ECON/URB R PL 671	Energy Economics	3
ENVIR ST 977	Sustainable Development - Integral Perspective	3
<i>College of Engineering</i>		
E P D 660	Core Competencies of Sustainability	3
<i>Law School</i>		
LAW 845	Water Rights Law	2-3
LAW 848	Introduction to Environmental Law	3
LAW 918	Selected Problems in International Law-Seminar "International Environmental Law & Policy" or "Climate Change, Human Rights & the Environment"	2-3
LAW 988	Selected Problems in Environmental Law-Seminar "Natural Resources Law" or "Agricultural Law & the Environment"	2-3
LAW 989	Environmental Law and Practice	3
<i>La Follette School of Public Affairs</i>		
PUB AFFR/ ENVIR ST/ POLI SCI 866	Global Environmental Governance	3
PUB AFFR/ A A E/ENVIR ST/ POP HLTH 881	Benefit-Cost Analysis	3
<i>School of Medicine and Public Health</i>		
<i>School of Education</i>		
CURRIC 975	General Seminar	2-3

The list of electives is dynamic and will be adjusted as new courses are being offered and others dropped. Students may request to substitute listed electives with courses that are currently not listed. Such a request requires that the student explains how the substitute class meets the learning outcomes of the certificate and assists the student in reaching his or her individual goals for taking the certificate. The request requires approval by the certificate director in coordination with the Certificate Oversight Committee.

For courses with access restricted to School of Business students, non-business school students may select equivalent open-access lower-level courses numbered 300 and above (e.g., substitute M H R 723 Business Strategy with M H R 423 Strategic Management).

Extracurricular Activities (*Certificate students are encouraged, but not required, to engage in extracurricular activities that enhance the certificate's learning outcomes.*) These include:

- Speaker events such as the Weston Lecture Series
- Competitions such as Walmart's Sustainable Business Plan Competition and Burrill Business Plan Competition

- Conferences such as the Nelson's Institute Annual Earth Day conference and Wisconsin Sustainable Business Council Conference

LEARNING OUTCOMES

1. Gain knowledge of (i) causes of environmental and social challenges related to business and respective policy and business responses, (ii) frameworks and measurement systems for incorporating sustainability concerns into business analysis and decision-making, and (iii) domains in which business activities and sustainability concerns intersect and the management of these intersections.
2. Acquire skills to (i) analyze causes of and responses to environmental/social problems; develop and implement solutions as managers and policymakers, (ii) identify and apply frameworks for incorporating sustainability considerations into analysis and decision-making, (iii) analyze where and how environmental and social issues intersect with business and develop and implement solutions.
3. (i) develop/articulate view of role business plays in sustainability, (ii) use knowledge and skills in business to strengthen sustainability and in sustainability to strengthen business, (iii) create network of likeminded individuals, acquire ability to engage with professionals outside their fields, and grow appreciation of how different professions contribute to business sustainability.