

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

The 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 risk management, diversity, 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

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The Business, Environment, and Social Responsibility certificate is open to students with graduate/professional standing at the University of Wisconsin–Madison. Admission is on a rolling basis. To declare the certificate, students must submit an online application form (<https://business.wisc.edu/graduate/certificates/business-environment-social/>) and request a certificate declaration through the Graduate Student Portal in MyUW.

All Graduate School students must utilize the Graduate Student Portal in MyUW to add, change, or discontinue any graduate/professional certificate. To apply to this certificate, log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs. Select the information for the certificate for which you are applying. Professional students in the careers of Law, Medicine, Pharmacy, and Veterinary cannot add the certificate in the Graduate Student Portal, and should contact the program for more information.

## REQUIREMENTS

### REQUIREMENTS GRADE REQUIREMENT

Coursework must be completed with a B or better to satisfy certificate requirements.

### REQUIRED COURSES

Students must complete at least 12 credits. Students are strongly encouraged to participate in related non-credit sustainability experiences via competitions, conferences, and speaker events.

Code	Title	Credits
<b>Foundational</b>		
Students must complete the following course.		
M H R 710	Challenges & Solutions in Business Sustainability (spring)	3
<b>School of Business - Advanced Business Sustainability Classes</b>		
Students must complete at least 3 credits from the following list.		3
GEN BUS 713	Role of Business in Society	
GEN BUS 714	Corporate Governance and Board Membership	
M H R 617	Diversity in Organizations	
REAL EST 651	Green - Sustainable Development	
R M I 650	Sustainability, Environmental and Social Risk Management	
<b>Other Elective Coursework</b>		
Students may apply up to 6 credits from other elective coursework towards the minimum credit requirement.		0-6
A A E/ F&W ECOL 430	Decision Methods for Natural Resource Managers	
A A E/ECON/ F&W ECOL 531	Natural Resource Economics	
A A E 642	Foundations of Development Economics	
A A E 643	Foundations of Environmental and Natural Resource Economics	
A A E 730	Frontiers in Development Economics 1	
A A E 731	Frontiers in Development Economics 2	
A A E 760	Frontiers in Environmental and Natural Resource Economics 1	
A A E 762	Frontiers in Environmental and Natural Resource Economics 2	
A A E 771	Microeconomics of Resources and Energy: Theory to Practice	
A A E 772	Applied Econometrics of Resource and Energy Demand	
A A E 773	Seminar in Resource and Energy Demand Analysis	
ACCT I S 700	Financial Accounting	
ACCT I S 710	Managerial Accounting	
ACCT I S 771	Analysis of Performance Measurement & Control	
CIV ENGR/ G L E 421	Environmental Sustainability Engineering	
CIV ENGR 494	Civil and Environmental Engineering Decision Making	
CIV ENGR 729	Environmental Sustainability Tools	
E P D 660	Core Competencies of Sustainability	

ENVIR ST/ F&W ECOL 515	Natural Resources Policy
ENVIR ST/ GEOG 534	Environmental Governance: Markets, States and Nature
ENVIR ST/ C&E SOC/ SOC 540	Sociology of International Development, Environment, and Sustainability
ENVIR ST/ SOIL SCI 575	Assessment of Environmental Impact
ENVIR ST/ A A E/ECON/ URB R PL 671	Energy Economics
ENVIR ST/ AGROECOL 724	Agroecosystems and Global Change
ENVIR ST/ POP HLTH 739	Climate Change, Human and Planetary Health
ENVIR ST/ PUB AFFR/ URB R PL 809	Introduction to Energy Analysis and Policy
ENVIR ST/ URB R PL 843	Land Use Policy and Planning
ENVIR ST/ URB R PL 865	Water Resources Institutions and Policies
ENVIR ST/ POLI SCI/ PUB AFFR 866	Global Environmental Governance
ENVIR ST/A A E/ POP HLTH/ PUB AFFR 881	Benefit-Cost Analysis
ENVIR ST 977	Sustainable Development - Integral Perspective
FINANCE 700	Introduction to Financial Management
GEN BUS 732	Economics for Managers
GEOG 507	Waste Geographies: Politics, People, and Infrastructures
LAND ARC 563	Designing Sustainable and Resilient Regions
LAND ARC 621	Designing Healthy Communities Seminar
LAW 845	Water Rights Law
LAW 848	Introduction to Environmental Law
LAW 918	Selected Problems in International Law-Seminar ("Human Rights/ Humanitarian Law" or "Climate, Human Rights & Enviro")
LAW 988	Selected Problems in Environmental Law-Seminar ("Natural Resources Law" or "Agricultural Law & the Environment")
LAW 989	Environmental Law and Practice
M H R 723	Business Strategy
M H R 728	Bargaining, Negotiating and Dispute Settlement for Managers
MARKETNG 700	Marketing Management
OTM 700	Operations and Supply Chain Management

POP HLTH/ M&ENVTOX 789	Principles of Environmental Health: A Systems Thinking Approach
R M I 700	Principles of Risk Management
R M I/ GEN BUS 701	Managing Legal Risks
SOC/ C&E SOC 541	Environmental Stewardship and Social Justice
URB R PL/ECON/ PUB AFFR 734	Regional Economic Problem Analysis
URB R PL 550	Transportation and the Built Environment
URB R PL 551	Climate Action Planning: Sustainable Transportation
URB R PL 841	Urban Functions, Spatial Organization and Environmental Form

<b>Total Credits</b>	<b>12</b>
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### Electives

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

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 or the Sustainable Success Speaker Series
- Sustainability oriented student organizations (<https://sustainability.wisc.edu/student-organizations/>) such as NetImpact (<https://win.wisc.edu/organization/wisconsinmbanetimpact/>) or other relevant student organizations
- UW's Green Fund Competition
- Conferences such as the Nelson's Institute Annual Earth Day ([https://earthfest.wisc.edu/?utm\\_source=earth\\_day\\_website&utm\\_medium=referral&utm\\_id=earthfest\\_2024](https://earthfest.wisc.edu/?utm_source=earth_day_website&utm_medium=referral&utm_id=earthfest_2024)) conference

## LEARNING OUTCOMES

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1. Analyze how business, society, and the natural environment interrelate to drive sustainability challenges.
2. Synthesize knowledge of business with knowledge of the natural and societal environment to develop and implement sustainability solutions for business and policy.
3. Develop appreciation of how different professions and disciplines contribute to business sustainability.

4. Prepare for business sustainability-related career pathways in industry, consulting, government, and NGOs (non-governmental organizations).