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.

Students in the Certificate in Business, Environment, and Social Responsibility Program will acquire career-enhancing knowledge of:

- The causes of environmental and social challenges facing the business world, and the respective policy and business responses to those challenges
- Frameworks and measurement systems for incorporating sustainability concerns into business analysis and decision-making
- The chief areas in which business activities and sustainability concerns intersect

They also will acquire in-demand skills that enable them to:

- Analyze the causes of and responses to environmental and social problems, as well as develop and implement solutions to these problems
- Identify and apply frameworks for effectively incorporating sustainability considerations into the analysis and decision-making of managers and policymakers
- Analyze where and how environmental and social issues impact business concerns and develop effective management solutions for these scenarios

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.