

2010-2011

Undergraduate & Graduate

Catalog & Student Handbook Supplement

August 2010



For information: 1.800.686.1883 or www.cleary.edu

BBA Sustainability Management

Program Features

The BBA in Sustainability Management is designed to prepare the student for an administrative or management career within a company that is engaged in the green revolution. The foundation of this program is to provide broad-based knowledge required to add value to the mission and vision of the green organization. Work experience and prior academic preparation in any major qualifies individuals in this program to develop the necessary competencies in problem solving, technical analysis, and interpersonal skills required for effective management. Both current jobs and new jobs will begin to contain sustainability elements as marketplace economics and government initiatives move toward sustainable practices throughout business and industry. Some of the course work does include focus on LEED building requirements.

This degree emphasizes development and application of a broad set of skills needed to succeed in this rapidly changing green business transformation process. Topics include all facets of sustainability development, green enterprise management, human capital, finance, marketing, and operations. Graduates pursue careers in manufacturing, commercial buildings and construction trades, health care, and government.

Career Benefits

According to the *2009 Michigan Green Jobs Report*, green jobs are defined directly involved in generating or supporting a firm's green-related products or services. The report further states that the green economy is defined as being comprised of industries providing products or services in five areas:

1. Agriculture and natural resource conservation;
2. Clean transportation and fuels;
3. Increased energy efficiency;
4. Pollution prevention or environmental cleanup;
5. Renewable energy production.

The emphasis on the practical application of proven business management principles means that students gain the knowledge needed to succeed and learn how to use this knowledge to make a real difference in their companies. Green jobs can be found across many occupational categories, such as professional workers with specific skill sets directly needed by green-related firms; building trades; production, maintenance, and transportation positions; key positions for small start-up green-related firms; and technical sales representatives. Coupled with the right work experience, graduates from this program may qualify for the following career opportunities:

- Renewable Technologies
- Govt. Policy Advocacy
- Urban Planning
- Energy Analysis
- Green Energy Sales
- General Management
- Business Development
- Building Superintendent

Program Learning Outcomes

Upon completion of this degree, the graduate will be able to:

- Apply methodologies to run profitable, ecologically sound businesses
- Assess major sustainable development challenges facing businesses today
- Recognize ethical, legal, and social considerations in complex business situations
- Understand the global, economic, ethical, and legal environments of sustainable business development
- Evaluate the concept of the triple bottom line and its growing importance in evaluating company performance
- Monitor and evaluate effectiveness of sustainable management processes, programs, and outcomes
- Understand the fundamentals of LEED building requirements.

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BBA in Sustainability Management Course Requirements

Major Courses30 credits

No substitution. All courses must be taken at Cleary University.

- LAW 440 Environmental Ethics
- GRN 420 Sustainability Management: Theory and Practice
- GRN 440 Green Technologies
- GRN 460 Sustainable Applications in Commercial Structures
- GRN 480 Introduction to LEED
- PJT 495-499 Senior Project

Administrative Core Courses48 credits

No substitution. All courses must be taken at Cleary University.

- ACC 401 Financial Accounting
- ACC 402 Managerial Accounting
- BAC 300 Business Research and Communication
- BCS 440 Technology and the Organization
- ECO 320 Economics of Business
- FIN 400 Financial Management
- LAW 320 Business Ethics and Legal Issues
- NAT 340 Environmental Science for Managers
- MGT 407 Behavior of Organizations
- MGT 420 International Business
- MKT 415 Interactive Marketing
- MTH 344 Quantitative Business Analysis

Lower Division Prerequisite Courses 36 credits

Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.

- ACC 245 Principles of Accounting I
- CAS 107 Microsoft Excel
- CAS 111 Microsoft PowerPoint
- COM 240 Speech and Presentation Techniques
- ENG 160 Business Composition
- FIN 175 Personal Finance or FIN 200 Introduction to Business Finance
- MGT 150 Introduction to Business
- MGT 160 Introduction to Management
- MKT 150 Enterprise Marketing
- MTH 180 Introduction to Business Statistics

General Education and Elective Courses 66 credits

Courses may be taken at Cleary University. Substitution permitted by Transfer or Prior Learning documentation.

Total 180 credits

NEW COURSE DESCRIPTIONS

(course pre-requisites shown in parenthesis)

LAW 440 Environmental Ethics (LAW 320) 4 cr.

This course concerns the ethical relationship of humans with the natural environment. The historical effects that technology, industry, economic expansion and population growth have on the environment will be explored. Topics covered include global warming, sustainability, natural capitalism and raising the environmental consciousness.

GRN 420 Sustainability Management Theory and Practice4cr.

Featured topics include the history of the sustainability movement, the commercial application issues surrounding sustainable development. The course reviews the major frameworks that provide the scientific foundations and economic principles of how sustainability can help organizations to achieve natural competitive advantage. The course will also review government policy and its impact on freedom, property rights, and entrepreneurship.

GRN 440 Green Technologies 4cr.

This course explores alternative energy sources and the basic technology behind delivery. Wind, solar, hydro, bio-fuel, carbon management, and energy finance will be covered with the focus on development of a workable understanding of trends within each field.

GRN 460 Sustainable Applications in Commercial Structures..... 4cr.

The course identifies the articulate key sustainable building goals and practices. Topics include the cost-benefit analysis of implementation; triple bottom line accounting; and application of basic LEED concepts.

GRN 480 Introduction to LEED 4cr.

Adding to the knowledge base of GRN 440, this course provides students with an in-depth understanding of the foundations curriculum that could result in LEED Certification. Topics include green building concepts, energy efficiency, and environmental quality.

GRADUATE CERTIFICATES

The Graduate Certificate programs are intended for the person who has completed an undergraduate bachelor degree and wishes to enhance his or her professional credentials. Certificate courses are taken online and may be completed in six months to one year. Students may elect to take the major courses for credit as part of a MBA degree program (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies).

Currently, Cleary University offers graduate certificate programs in

- Green Business Strategy
- Nonprofit Management
- Financial Planning

Graduate Certificate in Green Business Strategy

Career Benefits

The Graduate Certificate in Green Business Strategy is well suited for the individual who is seeking a new career path as a professional in the field of sustainability and green management. Courses provide the background information about this industry and emphasize development of competencies important for employment in this new field. Positioned at the graduate level, this Certificate treats these subjects from a leadership and upper management perspective. The Certificate, paired with an undergraduate degree in business or a technical field, provides the knowledge needed to transition into a management position or pursues participation in an entrepreneurial venture related to this field. Many companies are developing green initiatives and need leaders that can understand and manage their sustainability program along with attendant implications for human capital, finance, marketing, and operations. Graduates pursue careers in manufacturing, health care, government, or service sectors.

Graduate Certificate students participate in a no cost online orientation course which is available one week prior to the start of the program. This course provides all of the information needed to be successful as a distance student. Topics covered include: the distance learning course management system, academic expectations and policies and access to support services.

Graduate Certificate Green Business Strategy Required Courses

GRN 600 Sustainability Development	0 or 4 cr
GRN 610 Economic and Social Concepts of Sustainability	0 or 4 cr
GRN 630 Sustainable Products and Services	0 or 4 cr
GRN 650 Sustainability and Entrepreneurship	0 or 4 cr

Graduate Certificate in Nonprofit Management

Career Benefits

Nonprofit organizations account for eight percent of the US economy and ten percent of the work force. Certificate courses provide background information about this industry and emphasize development of competencies important for employment in this field. As nonprofit organizations grow and evolve, they become more complex. These nonprofit organizations require leaders and managers possessing not only the special competencies related to the nonprofit environment. To be successful, nonprofit organizations need to operate as efficiently as any private sector business.

Certificate courses are taken online and may be completed in just over seven months. Students may elect to take the five course nonprofit management sequence for credit as part of a MBA degree program (graduate tuition rates apply) or to take the courses on a non-credit basis (certificate tuition applies)

Graduate Certificate students participate in a no cost online orientation course which is available one week prior to the start of the program. This course provides all of the information needed to be successful as a distance student. Topics covered include: the distance learning course management system, academic expectations and policies and access to support services.

Graduate Certificate Nonprofit Management Required Courses

NPM 610 Volunteer and Staff Management	0 or 4 cr
NPM 620 Control and Analysis in Nonprofit Organizations.....	0 or 4 cr
NPM 630 Grant Writing, Advocacy, and Fundraising.....	0 or 4 cr
NPM 640 Project Management in Nonprofit Organizations	0 or 4 cr
NPM 650 Strategic Program Planning and Evaluation in Nonprofit Organizations	0 or 4 cr