

# 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 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

The BESR certificate is open to students with Graduate/Professional students at the University of Wisconsin–Madison.<sup>1</sup> 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. To declare this certificate, log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs. Select the information for this certificate.

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Graduate/Professional students enrolled in a 131/non-pooled revenue program cannot earn this certificate.

## 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. Coursework needs to be completed with a B or better to count towards the certificate.

Code	Title	Credits
<b>Required Foundational Coursework</b>		
M H R 710	Challenges & Solutions in Business Sustainability (spring)	3
<b>School of Business - Advanced Business Sustainability Classes</b>		
<i>Choose at least 3 credits from list</i>		
GEN BUS 713	Role of Business in Society	2
GEN BUS 714	Corporate Governance and Board Membership	3
M H R 617	Diversity in Organizations	3
REAL EST 651	Green - Sustainable Development	3
R M I 650	Sustainability, Environmental and Social Risk Management	3
<b>Other Elective Coursework</b>		
<i>Up to 6 credits from other elective coursework can be counted towards the required 12 certificate credits</i>		
<b>School of Business</b>		
ACCT I S 700	Financial Accounting	3
ACCT I S 710	Managerial Accounting	3
ACCT I S 771	Analysis of Performance Measurement & Control	3
FINANCE 700	Introduction to Financial Management	3
M H R 723	Business Strategy	3
M H R 728	Bargaining, Negotiating and Dispute Settlement for Managers	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
<b>Multiple Schools/Colleges/Institutes</b>		
A A E/ECON/ F&W ECOL 531	Natural Resource Economics	3
ENVIR ST/ F&W ECOL 515	Natural Resources Policy	3
ENVIR ST/ GEOG 534	Environmental Governance: Markets, States and Nature	3
ENVIR ST/C&E SOC/ SOC 540	Sociology of International Development, Environment, and Sustainability	3
ENVIR ST/ SOIL SCI 575	Assessment of Environmental Impact	3
ENVIR ST/A A E/ F&W ECOL 652	Decision Methods for Natural Resource Managers	3-4
ENVIR ST/A A E/ ECON/URB R PL 671	Energy Economics	3
ENVIR ST/ AGROECOL/ AGRONOMY 724	Agroecosystems and Global Change	3
ENVIR ST/ POP HLTH 739	Climate Change, Human and Planetary Health	2

ENVIR ST/ PUB AFFR/ URB R PL 809	Introduction to Energy Analysis and Policy	3	LAW 918	Selected Problems in International Law-Seminar "Human Rights/ Humanitarian Law" or "Climate, Human Rights & Enviro"	2-3
ENVIR ST/ URB R PL 843	Land Use Policy and Planning	3	LAW 988	Selected Problems in Environmental Law-Seminar "Natural Resources Law" or "Agricultural Law & the Environment"	2-3
ENVIR ST/ URB R PL 865	Water Resources Institutions and Policies	3	LAW 989	Environmental Law and Practice	3
ENVIR ST/POLI SCI/ PUB AFFR 866	Global Environmental Governance	3	<i>School of Medicine and Public Health</i>		
ENVIR ST/A A E/ POP HLTH/ PUB AFFR 881	Benefit-Cost Analysis	3	POP HLTH/ M&ENVTOX 789	Principles of Environmental Health: A Systems Thinking Approach	3
ENVIR ST 977	Sustainable Development - Integral Perspective	3	<i>College of Engineering</i>		
URB R PL/ECON/ PUB AFFR 734	Regional Economic Problem Analysis	3	CIV ENGR/G L E 421	Environmental Sustainability Engineering	3
<i>College of Agricultural &amp; Life Sciences</i>			CIV ENGR 494	Civil and Environmental Engineering Decision Making	3
A A E 642	Foundations of Development Economics	3	CIV ENGR 729	Environmental Sustainability Tools	3
A A E 643	Foundations of Environmental and Natural Resource Economics	3	E P D 660	Core Competencies of Sustainability	3
A A E 730	Frontiers in Development Economics 1	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 their individual goals for taking the certificate. The request requires approval by the certificate director.		
A A E 731	Frontiers in Development Economics 2	3	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).		
A A E 760	Frontiers in Environmental and Natural Resource Economics 1	3	<b>Extracurricular Activities</b> ( <i>Certificate students are encouraged, but not required, to engage in extracurricular activities that enhance the certificate's learning outcomes.</i> ) These include:		
A A E 762	Frontiers in Environmental and Natural Resource Economics 2	3	<ul style="list-style-type: none"> <li>• Speaker events such as the Weston Lecture Series or the Sustainable Success Speaker Series</li> <li>• Sustainability oriented student organizations such as NetImpact (<a href="https://win.wisc.edu/organization/wisconsinmbanetimpact/">https://win.wisc.edu/organization/wisconsinmbanetimpact/</a>); other relevant student organizations can be found here (<a href="https://sustainability.wisc.edu/student-organizations/">https://sustainability.wisc.edu/student-organizations/</a>).</li> <li>• UW's Green Fund Competition</li> <li>• Conferences such as the Nelson's Institute Annual Earth Day conference</li> </ul>		
A A E 771	Microeconomics of Resources and Energy: Theory to Practice	3	<h2>LEARNING OUTCOMES</h2> <ol style="list-style-type: none"> <li>1. Analyze how business, society, and the natural environment interrelate to drive sustainability challenges.</li> <li>2. Synthesize knowledge of business with knowledge of the natural and societal environment to develop and implement sustainability solutions for business and policy.</li> <li>3. Develop appreciation of how different professions and disciplines contribute to business sustainability.</li> <li>4. Prepare for business sustainability-related career pathways in industry, consulting, government, and NGOs (non-governmental organizations).</li> </ol>		
A A E 772	Applied Econometrics of Resource and Energy Demand	4			
A A E 773	Seminar in Resource and Energy Demand Analysis	1-2			
<i>College of Letters &amp; Science</i>					
GEOG 507	Waste Geographies: Politics, People, and Infrastructures	3			
LAND ARC 563	Designing Sustainable and Resilient Regions	4			
LAND ARC 621	Designing Healthy Communities Seminar	3			
SOC/C&E SOC 541	Environmental Stewardship and Social Justice	3			
URB R PL 550	Transportation and the Built Environment	3			
URB R PL 551	Climate Action Planning: Sustainable Transportation	3			
URB R PL 841	Urban Functions, Spatial Organization and Environmental Form	2-3			
<i>Law School</i>					
LAW 845	Water Rights Law	2-3			
LAW 848	Introduction to Environmental Law	3			