

Evolution of a Business Sustainability Program: Lessons & Insights

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Overview

- Program Evolution (*Global Social Sustainable Enterprise, GSSE, MBA*)
 - Concept
 - Design
 - Preparation
 - Impact
 - Transformation
 - Lessons
- Questions/Discussion

Business for a Better World



Mission

We are in the business of transforming lives. Through business education, scholarly research, and community engagement, we make our world a better place.

Vision: Establish the CSU College of Business as a national leader in advancing business to address the social, environmental and economic challenges of the 21st century

1

Provide access to an exceptional business education

2

Pursue excellence in publishing research that contributes to our understanding of business and its role in society

3

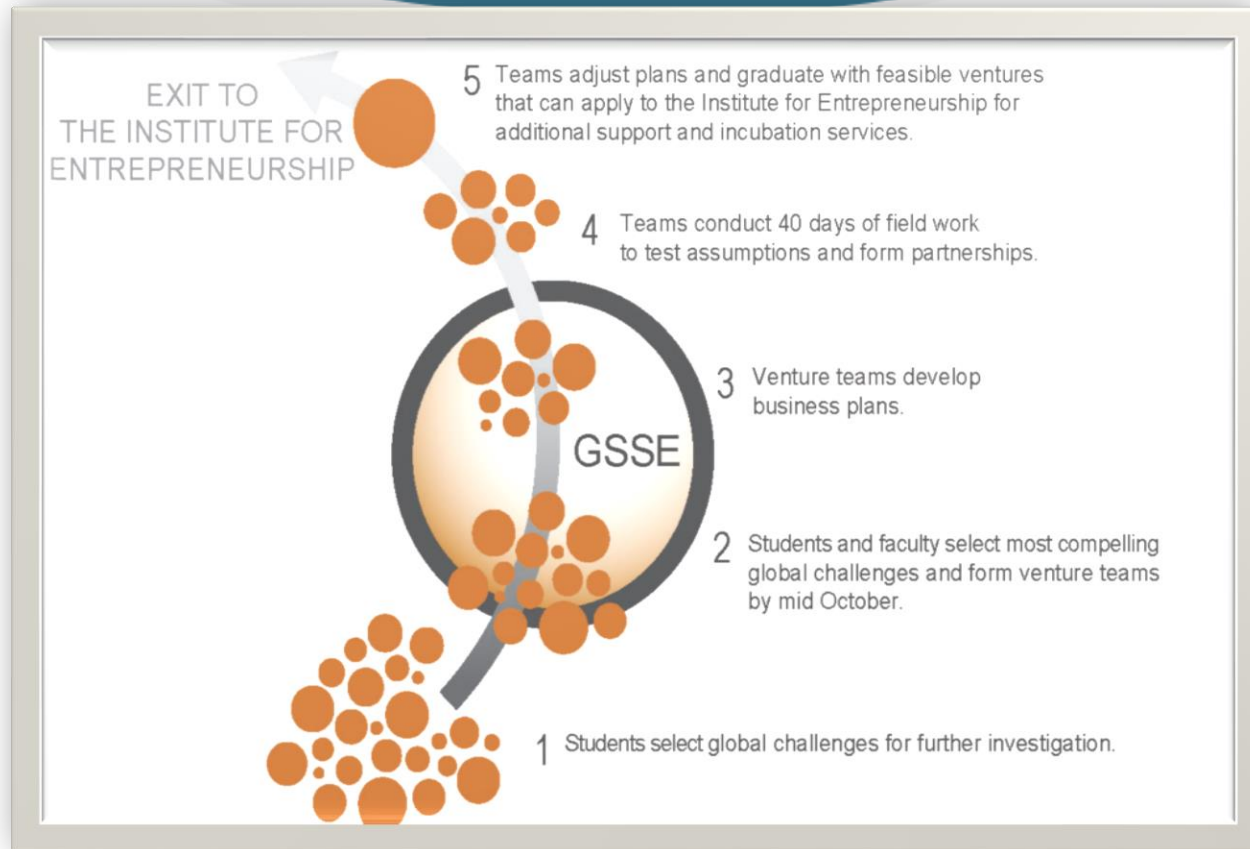
Leverage the power of business to make the world a better place

Access | Excellence | Impact

Program Concept

- Recognition that:
 - Governments are either incapable or unwilling to lead sustainable development efforts
 - Private sector model will need updating to address challenges
- A rigorous program that trains graduates to offer entrepreneurial solutions to address global, social and sustainable challenges ... GSSE MBA
- Alignment with College mission

Program Design



Program Design

- Global Social and Sustainable Enterprise MBA
 - 41 Credits, residential program, cohort-model, 3 semesters
 - All credits in the College of Business
 - Focus on entrepreneurship and solving global challenges
 - Summer venture practicum

Program Preparation

- Campus support
 - Establish Faculty Advisory Council
 - Develop curriculum for academic approval
 - Gain university support to establish a world-class program
 - Define program objectives and learning outcomes
- External support
 - Establish program advisory board
 - Build partnerships – USAID, Fulbright, Peace Corp
- Operational support
 - Invest in marketing, recruitment & enrollment efforts
 - Establish program advising & administrative structure

Program Impact

- Student Profile
 - 50% International; 50% Women
 - Fulbright Scholars, Peace Corps Coverdell Fellowships World Learning Scholars, Military
 - 4+ years work experience
 - Cohort size: 25-30 students
- Recognition
 - Net Impact rankings (#3, 2016)
 - MBA Roundtable Innovative Award (2019) finalist

Program Impact

- Student Success
 - 25-30% students launch business post-graduation
 - Start-up areas include:
 - Clean energy and water ([Power Mundo](#), Peru)
 - Maternity health ([Ayzh](#), India)
 - Sustainable tourism ([Saraii Village](#), Sri Lanka)
 - Sustainable farming and land management ([Noya Fibers](#), Mongolia)
 - Green food management ([Fargreen](#), Vietnam)
 - Sustainable investing and Ag Tech ([Axios Impact Investing](#), Peru)
 - Placements include: Amazon, Ashoka, Ernst & Young, Google, OtterBox, Tesla ...

Program Transformation

- [Impact MBA](#): Expansion of program footprint to include both ‘venture creation’ and ‘corporate sustainability’ (Fall 2020)
- Interdisciplinary coursework
 - Greenhouse gas management
 - Carbon accounting
 - Environmental policy
 - Impact investing
 - Ethics and sustainability
 - Climate Change
- Corporate fellowship program to dovetail Venture Creation experience

Program Lessons

- Vision and direction
- Continuously iterate
- Engaged faculty and staff
- Financial support and sustainability
- Leverage the power of partnerships

Questions/Discussion

- What's the next phase of business sustainability education?
 - Contributions to the UN Sustainable Development Goals (SDGs)
 - Transformative student experiences
 - Measurement of program success and impact
- How can we foster greater cross-border program collaborations?