

## Best Practices

### How Business Programs are Integrating Sustainability into Curriculum

#### 1. Incorporate Sustainability into BUS Courses:

- **Strategic Management:** Teach students how sustainability aligns with long-term business strategies, competitive advantages, and the UN Sustainable Development Goals.
- **Finance and Accounting:** Include sustainable finance, socially responsible investing, green accounting, and ethical investment topics.
- **Marketing:** Emphasize sustainable marketing practices and consumer behavior related to sustainability.
- **Operations Management:** Integrate eco-efficiency, lean management, and supply chain sustainability concepts.
- **Decision Sciences:** utilize ESG examples in decision analysis, GHG emission data, apply best practices in decision analysis modeling to decisions that include ESG data along with qualitative data, scenario planning, and modeling uncertainty in key variables in decision making.
- **International Business:** Look for and find trends over time in ESG performance measurement, reporting, regulations, and scenarios predicting where this will take corporations into the future.

#### 2. Offer Specialized Sustainability Electives:

- **Sustainable Supply Chain Management:** Explore sustainable sourcing, logistics, and ethical considerations.
- **Renewable Energy and Clean Technology:** Dive into the latest innovations in sustainable energy systems.
- **Sustainable Business Models:** Examine cases of successful sustainable business models and innovation.
- **Sustainability Reporting:** Examine the evolution of reporting, methods utilized, and best practices with students developing case studies of successful sustainable business practices and reporting practices.
- **Environmental Policy and Regulation:** Understand the legal and regulatory aspects of sustainability nationally and internationally
- **Leadership in Healthcare:** Utilize best practices from leaders in sustainability from healthcare enterprises.

### 3. **Promote Experiential Learning:**

- **Consulting Projects:** Engage students in real-world sustainability consulting projects with local businesses or organizations.
- **Internships:** Encourage internships in sustainable companies or NGOs to gain practical experience.
- **Sustainability Labs:** Create on-campus sustainability labs (Eden Hall?) for students to experiment with green technologies, dashboards, data analysis, decision-making for capital expenditure involving high-performance building technology and renewable energy.
- **Field Trips:** Organize visits to sustainable businesses, renewable energy facilities, or conservation sites. Industry partners, along with alumni and alumni facilitated trips.
- **Simulations:** Run workshops and experiential simulations regarding the tragedy of the commons, supply chain bullwhip effects, high-performance decision models, EN Roads Climate Interactive, and other emerging simulations to engage students and faculty in questioning norms while critically thinking about how sustainability will impact socio-economic systems.

### 4. **Cross-Disciplinary Collaboration:**

- Encourage collaboration between business schools, sustainability programs, environmental science, food science, and healthcare departments / schools, i.e., SASB to foster a holistic understanding of sustainability and a way to differentiate “The Chatham Experience” in the marketplace to student applicants along with employers.
- Offer joint programs with other disciplines, such as a dual MBA and Master's in Environmental Management, Healthcare Management, Food Sciences, and Sustainability, and create policies / guidelines to integrate sustainability into all new programs proposed to university leadership.

### 5. **Faculty Development:**

- Invest in faculty training and development in sustainability topics to ensure high-quality instruction. Research luncheons, invited speakers, screening documentaries...
- Encourage faculty to research sustainability-related areas and publish research along with pedagogy in journals.

### 6. **Assessment and Reporting:**

- Implement assurance of learning assessment metrics to track the impact of sustainability integration. Align measurement and revision of programs with accreditation and strategic planning.
- Regularly report on sustainability-related achievements and improvements to stakeholders.

- Differentiate the program in the program internally and in external marketing materials, websites, events, and advertising campaigns when recruiting applicants.

**7. Engage Industry Partners:**

- Collaborate with businesses committed to sustainability for guest lectures, workshops, and funding opportunities.
- Establish an advisory board comprising sustainability experts from various industries.

Differentiating an Innovative Business program with sustainability from a traditional Program involves showcasing its commitment to sustainability through curriculum, experiential learning opportunities, leveraging alumni, and partnerships. Highlighting success stories of alumni who have made a significant impact in the field of sustainability can also set the program apart while building industry partnerships with the organization's alumni are connected to.