

PROGRAM ANNOUNCEMENT COVER PAGE

**NEW ACADEMIC DEGREE PROGRAM
SUMMARY FOR PROGRAM ANNOUNCEMENT**

Institution	Stockton University
New Academic Degree Program Title	Master of Business Administration Global Business Sustainability Concentration
Degree Designation	Master of Business Administration
Degree Abbreviation	MBA - MGMT

Introduction:

Stockton University recently marked a significant milestone, celebrating its fiftieth year. From its modest beginnings as a small state college situated on the Atlantic City boardwalk, the institution has evolved into a regional university. Stockton now proudly provides a diverse array of educational opportunities, including undergraduate, master's, and doctoral degrees, serving an annual student population of nearly 10,000. Throughout its journey, Stockton University has remained steadfast in its commitment to delivering a comprehensive liberal arts education through interdisciplinary approaches. The university's Strategic Plan underscores this

high-quality, co-curricular experiences to equip students not just for their first job, but also for long-term professional success, and a lifetime of learning, growing, and succeeding." ¹ As Stockton continues to evolve and shape the educational landscape, it stands as a testament to its dedication to providing students with a well-rounded education that goes beyond the immediate career goals, fostering a spirit of lifelong learning and achievement.

Stockton University is dedicated to cultivating engaged and effective citizens, fostering a commitment to lifelong learning and the ability to navigate a multicultural, interdependent world marked by constant change. As a public institution, Stockton is devoted to promoting excellence within a diverse student body, inclusive of those from underrepresented communities. This commitment is actualized through an interdisciplinary approach encompassing liberal arts, sciences, and professional education.

Positioned as a distinctive regional institution, Stockton University thrives as an environment that values diversity, centers on student needs, and prioritizes exceptional teaching and learning experiences. Functioning as a community builder and public service partner, Stockton maintains an unwavering commitment to the positive development of New Jersey through scholarly pursuits, creative activities, civic engagement, and responsible stewardship.

At the core of Stockton's ethos is the guiding principle of putting students first, with vision and strategy following suit. The university upholds a set of shared values, serving as the bedrock of its commitment to excellence. These values include a dedication to: Excellence in teaching and learning, inclusivity and diversity, academic freedom, integrity and respect, shared governance, community engagement and civic responsibility, global perspectives, and sustainability and environmental stewardship. These values not only underpin Stockton's mission but also steer its practices and set behavioral expectations.

Stockton University is accredited by the Middle States Commission on Higher Education (MSCHE), an institutional accreditation agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. Specifically, Stockton University's School of Business has earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB). The AACSB International accreditation is a hallmark of credibility and reputation for business schools. Stockton University's School of Business proudly stands among the approximately one-third of all U.S. business schools distinguished with the AACSB International accreditation.

As Stockton University has grown, so have its offerings related to Master of Business Administration (MBA) in the School of Business. The MBA program equips students for professional careers in business, aiming to cultivate critical thinking skills and foster an understanding of the multifaceted political, social, and economic landscapes within which organizations and individuals operate. Emphasis is placed on developing strong written and oral presentation abilities. Geared towards both individuals with business backgrounds and those pursuing career transitions, the program also offers an accelerated dual-degree option, enabling students to earn a B.A. or B.S. alongside their MBA in as little as five years.

In addition to the general MBA curriculum, students can opt to specialize in one of five concentrations, each tailored to provide deeper expertise in specific areas of business. Concentration options include Financial Forensic Investigations, Business Analytics, Marketing, Hospitality Tourism and Event Management Studies, and Finance. These concentrations offer

The MBA program at Stockton School of Business is committed to equipping students with the skills and knowledge they need to succeed in an ever-evolving business landscape. The mission centers on ensuring that students master skills that are not only relevant today but also prepare them for the future. Specifically, the MBA program emphasizes the importance of staying ahead of industry trends and adapting to changing business environments.

Today's business leaders need to balance the needs of business, communities, and the environment. The demand for leaders with a business sustainability background is expanding as organizations and consumers alike continue to acknowledge that the social, economic, and environmental wellbeing of the world are

has been a central focus area of the Board's agenda aimed at advancing graduation goals and shaping the future trajectory of the School of Business (See Appendix A).

Student Interest Assessment

Currently, Stockton University offers two MBA courses centered on business sustainability: BSNS 5322 Corporate Sustainability Strategies and MGMT 5445 Global Sustainability Stakeholder Management.

The BSNS 5322 course, which covers Corporate Sustainability Strategies, has been offered twice in the MBA program. In its inaugural offering during Spring 2020, the course was conducted in a face-to-face format and attracted 20 out of 25 available student enrollments. The following semester, Spring 2021, the course transitioned to a fully online format and reached full capacity with all 25 seats filled.

Similarly, the MGMT 5445 course, focusing on Global Sustainability Stakeholder Management, was offered once in the MBA program, during Fall 2023. This course was delivered entirely online and attracted 24 out of 25 available student enrollments.

These enrollment figures reflect a significant level of student interest in the subject matter of business sustainability. The consistent demand for these courses, along with the high enrollment rates, underscores the relevance and importance of incorporating sustainability topics into the MBA curriculum at Stockton University.

Today, many business schools across universities are adapting their graduate degree offerings to include educational specializations or concentrations. These specialized tracks aim to provide students with a well-rounded graduate education in business while also catering to their specific areas of personal or professional interest. As the demand for professionals with expertise in business sustainability continues to rise, there is a compelling case for considering sustainability as a sub-field at the MBA level.

Integrating sustainability into the MBA curriculum equips students with the knowledge and skills needed to address pressing environmental and social challenges within the business landscape. By fostering an understanding of sustainable practices and principles, students are empowered to devise innovative solutions that enable businesses to thrive in a manner that is environmentally responsible, socially equitable, and economically viable.

Moreover, embracing sustainability within the MBA program not only reflects an institution's commitment to addressing contemporary global issues but also enhances students' marketability in both domestic and international job markets. Graduates with a background in sustainability are increasingly sought after by employers who recognize the value of integrating sustainable practices into their business operations. Therefore, incorporating sustainability into the MBA curriculum not only benefits students but also aligns with the evolving needs of the global economy.

MBA with Global Business Sustainability Concentration

The Global Business Sustainability concentration within the MBA program is strategically designed to equip students with the requisite knowledge and skills to navigate the dynamic intersection of business, communities, and the environment on a global scale. In an era characterized by unprecedented environmental challenges and societal shifts, it is imperative for future business leaders to possess a nuanced understanding of sustainability and its multifaceted implications. Through this concentration, students will engage with a curriculum that delves into the complexities of business sustainability within the context of contemporary global dynamics. They will explore the interconnectedness of economic, social, and environmental factors, gaining insights into how these variables shape organizational strategies and decision-making processes. By examining real-world case studies and engaging in experiential learning opportunities, students will develop the critical thinking abilities and analytical acumen needed to address sustainability challenges effectively.

Central to the concentration is the cultivation of a holistic perspective that transcends traditional business paradigms. Students will learn to integrate sustainability considerations into all aspects of organizational operations, from strategic planning to day-to-day management and marketing. By embracing a triple bottom line approach wherein economic prosperity, social equity, and environmental stewardship are concurrently pursued, students will emerge as adept problem solvers capable of driving sustainable business outcomes.

Furthermore, the Global Business Sustainability concentration empowers students to become catalysts for positive change within their respective industries and communities. Armed with the

The MBA with concentrations requires 12 program courses (36 credits), as follows:

(ACCT), Finance (FINA), Marketing (MKTG), Hospitality Tourism and Event Management Studies (HTMS), or Business Analytics (BUSA)

MBA Common Core Courses and Capstone: The common core is composed of eight courses:

- BSNS 5215: Management: Theory, Practice & Vision
- BSNS 5220: Applied Marketing Management
- BSNS 5225: Applied Financial Analysis
- BSNS 5205: Accounting Analysis For Managers
- BSNS 5230: Business Decision Analysis
- BSNS 5245: Business Information Systems & Technologies
- PLAW 5250: Employment Law and Ethics
- BSNS 5505: Capstone: Business Strategy and Policy

Significant Business Sustainability Elective Courses from Leading Schools

40 Best Sustainability MBA Programs were examined ([Corporate Knights, 2023](#)). Under business sustainability concentration (or track/specialization), schools offer variety of core and elective courses for their students. Main

Required Faculty Lines for the Concentration

School of Business Graduate Program Development Committee Suggestion

The research conducted by the Graduate Program Development Committee indicated that a significant portion of graduate students exhibit a strong preference for specialized programs. For instance, findings from a study on online college students reveal that 58% of respondents identify their desired field of study prior to enrollment (Online College Students, 2019). While current offerings include various MBA concentrations and a healthcare-specific MBA program, there is a pressing need to explore and develop additional field-specific programs or concentrations to meet evolving market demands.

The Committee's report emphasized the importance of aligning new program developments with market needs while leveraging the institutional strengths and capabilities of the school. A focused approach tailored to specific market segments would facilitate more effective student recruitment strategies. It was imperative to thoroughly analyze niche programs to ascertain how the strengths of the school align with specialized fields, thereby identifying areas where the school could deliver exceptional value.

Furthermore, the report underscored the opportunity presented by less competitive niches, highlighting the importance of identifying and capitalizing on these areas to provide high-value offerings. Establishing and sustaining high-value graduate business programs or concentrations is essential for the long-term success and competitiveness of the business school. Through strategic planning and alignment with market demands, the school can ensure the continued relevance and excellence of its graduate programs.

National Trends & Market Needs

The demand for businesses to prioritize sustainability has reached unprecedented levels. Today, customers, employees, investors, and communities expect organizations to transparently communicate their societal and environmental impact. This heightened demand is reflected in the remarkable surge in investments in sustainable funds, surpassing \$51 billion in 2020. This figure more than doubles the previous record established in 2019 (Adamczyk, 2021). Furthermore,

sustainable product sales in the US between 2013 and 2018 ([NYU, 2019](#)). This upward trend is mirrored in consumer behavior, with a notable shift towards environmental friendliness observed among the majority of US consumers in 2022 compared to five years prior. Specifically, around 25% of American shoppers reported significant improvements in their purchasing habits ([Tighe, 2024](#)).

Adding to this momentum are the escalating regulations, requirements, and standards related to sustainability that companies must adhere to, including forthcoming standards like those from the [International Sustainability Standards Board \(ISSB\)](#). Concurrently, studies highlight a heightened interest in sustainability among Gen Z and millennials, who are driving significant change in this space. For instance, research from the *Pew Research Center* indicates that individuals aged 25 to 40 exhibit greater activism in addressing climate change compared to other age groups ([Pew Research, 2021](#)).

sustainability professionals within the business sector. For example, Chief Sustainability Officers, positioned at the forefront of corporate sustainability initiatives, command a median pay of \$100,090 per year and anticipate 3% increase in employment ([BLS.gov-1](#)). As stewards of sustainability strategies within organizations, these officers play a critical role in driving environmental and social responsibility agendas, aligning business operations with sustainable practices, and fostering a culture of sustainability throughout the corporate hierarchy. Management Analysts, with a median pay of \$95,290 annually, are poised for a rem4 637.18 yGy le

At the State level, according to the report *Green Jobs for a Sustainable Economy* released by the NJ Council on the Green Economy, New Jersey is projected to experience an additional 314,888 net job-years supported over the next decade due to current green policies and investments enacted across the state ([NJ Council on the Green Economy, 2022](#)). The report emphasizes the importance of strategic recommendations in two education-related categories: training and support for a diverse workforce, and support for innovation to catalyze long-term green job growth. Under the section titled *Strategic Recommendations*, the report outlines nine key areas of focus. Opportunity #4 highlights the need to target gaps in workforce development by introducing initiatives that support a diverse pipeline of workers in filling current and future green employment opportunities. Although there are many open positions in the green sector, there is a lack of training and career support capacities and credentials specific to the green economy, posing challenges in meeting future demand for trained workers in certain sectors. Also, opportunity #8 in the report entails the expansion of manufacturing and supply chain operations within New Jersey, aiming to anchor these crucial components of the economy to

Duplication with comparable programs of study in the State

A search of 4-year colleges and universities within the area provides good insight as to what programs/concentrations are being offered in the region. This also helps us to see how a new concentration would find itself situated within the region.

Process

The graduate programs at 17 schools were examined: Drexel, Fairleigh Dickinson, Kean, Temple, University of Delaware, William Patterson, and Widener.

The list had been provided by the Office of Enrollment Management who noted that the listed exception of Drexel. Drexel has been added into current analysis because of its MBA and other graduate degree advancements and proximity to Stockton.

Competitor Analysis Findings

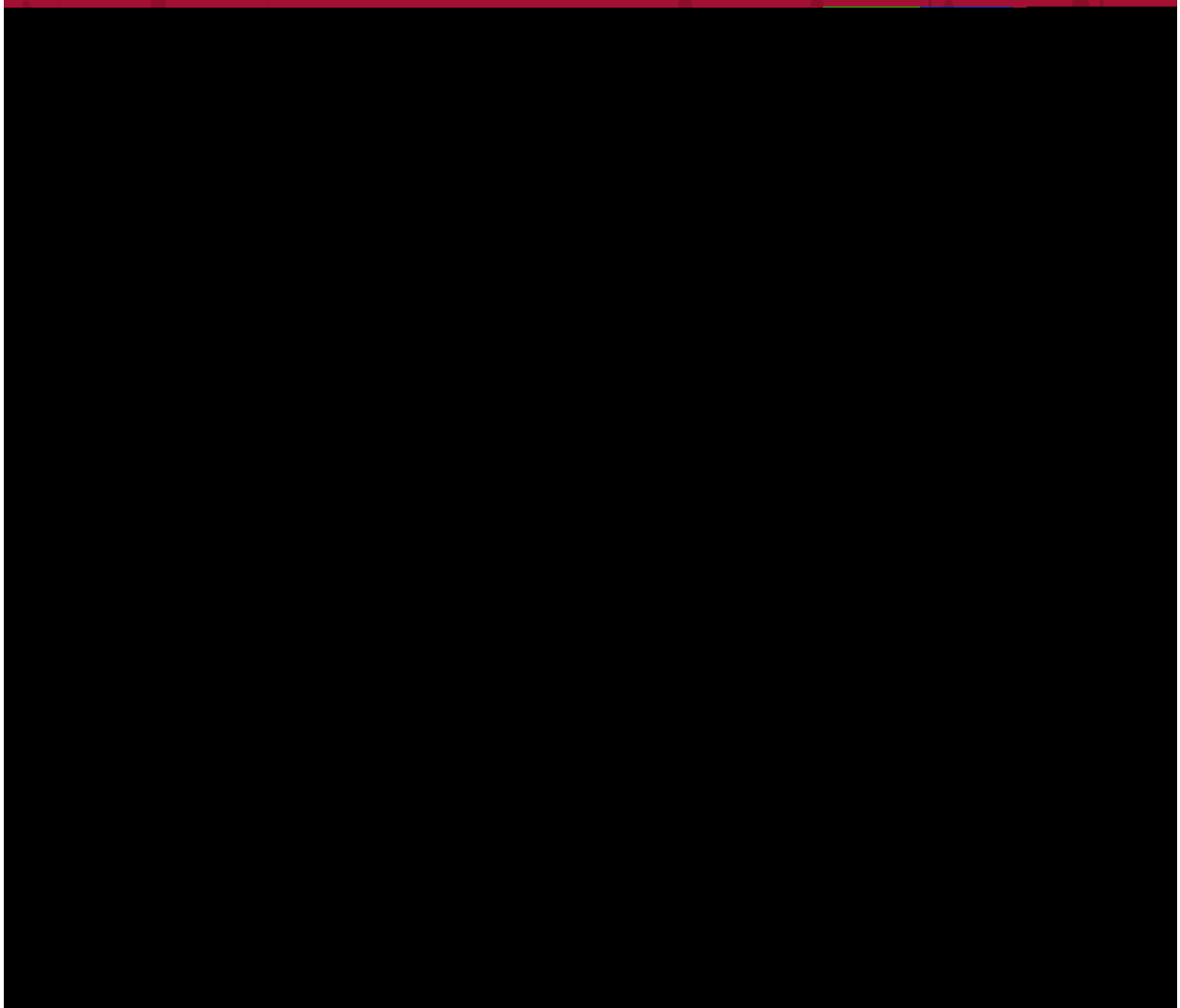
The business sustainability-related programs and/or concentrations identified in the examination of 17 schools are as follows:

- Rowan University: Sustainable Business MBA Degree Concentration
- Rutgers University, Newark/New Brunswick: Supply Chain Sustainability and Social Compliance Concentration (stackable with the following master s programs: Master of Supply Chain Analytics, MS in Supply Chain Management, MBA)
- Rutgers University, Newark/New Brunswick: Global Business MBA Concentration
- Rutgers University, Master of Business and Science Degree in Sustainability (Professional Science Masters Program)
- Temple: Master of Science in Communication for Development and Social Change; Non-Profit Management Graduate Certificate
- University of Delaware: Socially Responsible and Sustainable Apparel Business Certificate
- William Paterson University: Sustainable Management Certificate
- Fairleigh Dickinson University: Managing Sustainability Graduate Certificate
- Drexel University: Corporate Sustainability and Social Impact MBA Degree Concentration

This analysis revealed that among New Jersey postsecondary institutions, only one other offers an MBA Degree in Sustainability: Rowan University, with its Sustainable Business MBA Degree Concentration. Additionally, outside of New Jersey, Drexel University provides a similar program with an MBA degree in Corporate Sustainability and Social Impact Concentration.

APPENDIX A

THE TRIPLE BOTTOM LINE FRAMEWORK



Business School Online. Accessed on March 11, 2024 at

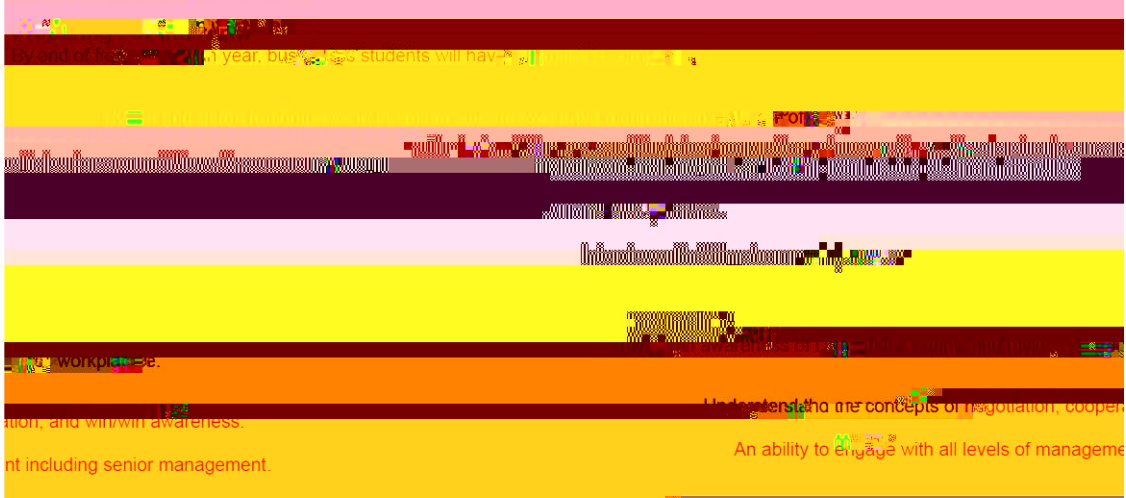
Harvard

AGENDA (see highlighted sections under the “Graduation Goals”)



Item #3 - Working on Speaker Series 2 days around April... Will keep you informed...

Below is the final version of the Keys to Osprey Student Success



APPENDIX B

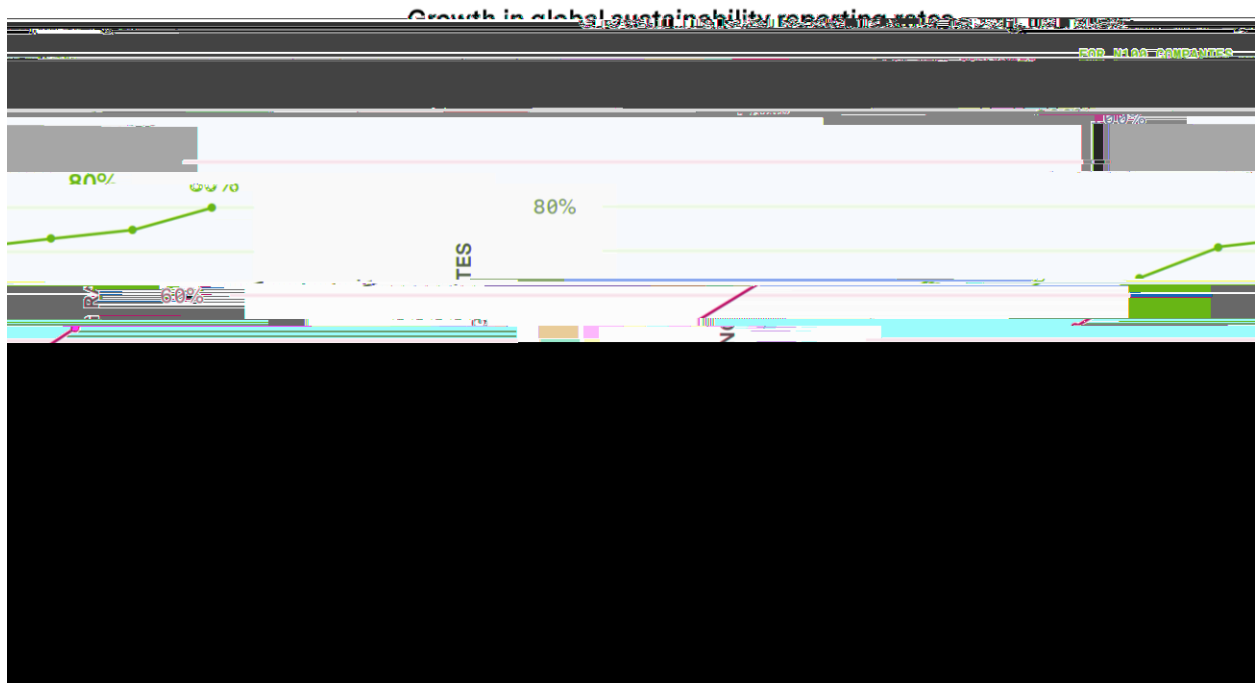
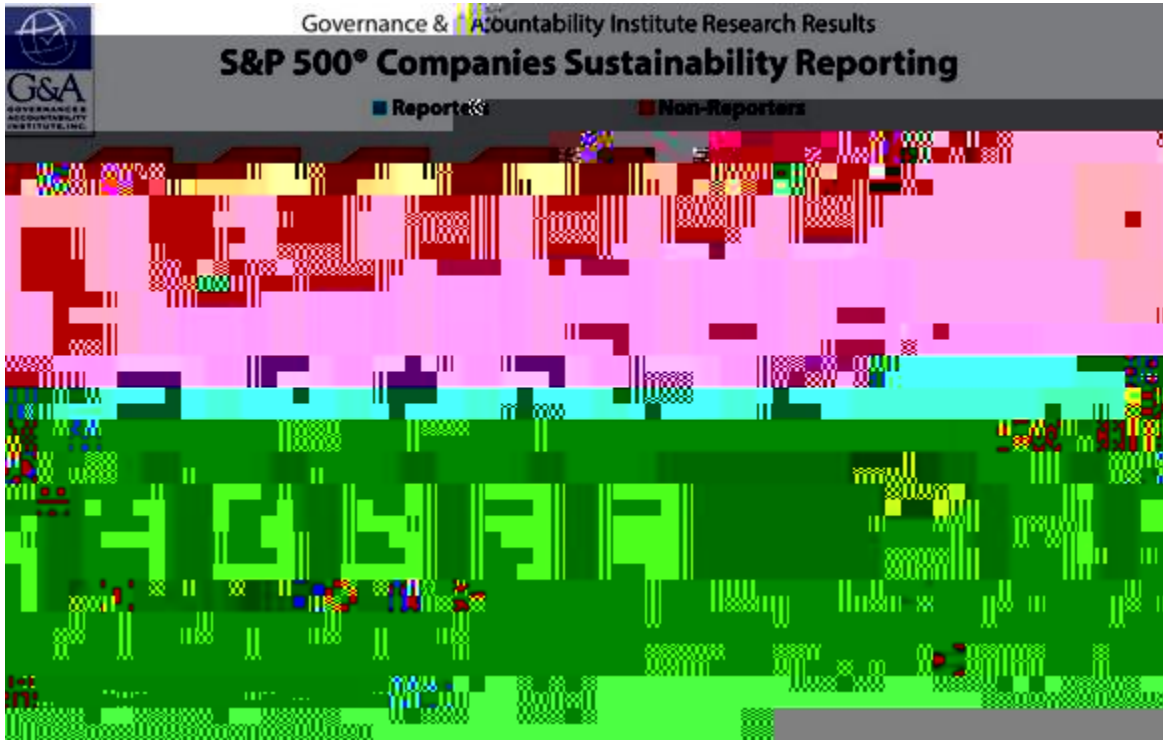
TABLE 1. LEARNING OUTCOMES FOR MBA IN GLOBAL SUSTAINABILITY

	MGMT5322 - Corporate Sustainability Strategies	MGMT 5445 - Global Sustainability Stakeholder Management	MKTG/MGMT 54XX – Marketing and Global Sustainability
1.a) management, marketing, information technology, finance, business operations, accounting, business law, and strategic management 1.b) unique contributions made by diversity in organizations 1.c) perspectives and techniques of strategic thinking for managing organizations			
2.a) evaluate, integrate, and synthesize management information 2.b) frame organizational problems from a variety of functional and stakeholder perspectives in an integrative and interdisciplinary manner 2.c) evaluate and select appropriate models, methodologies and technologies for effective problem solving under all conditions 2.d) think strategically about the organization in a global, economic, environmental, political, ethical, legal and/or regulatory context			
3. Professional Conduct			
3.a) deliver professional individual and/or team oral and written reports utilizing appropriate technology 3.b) recognize and evaluate ethical dilemmas in the business environment 3.c) work collaboratively to produce a professional work product			

TABLE 2. ALIGNMENT OF MBA IN GLOBAL SUSTAINABILITY COURSES WITH
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APPENDIX C

FIGURES 1 & 2. SUSTAINABILITY REPORTING GROWTH OVER THE YEARS



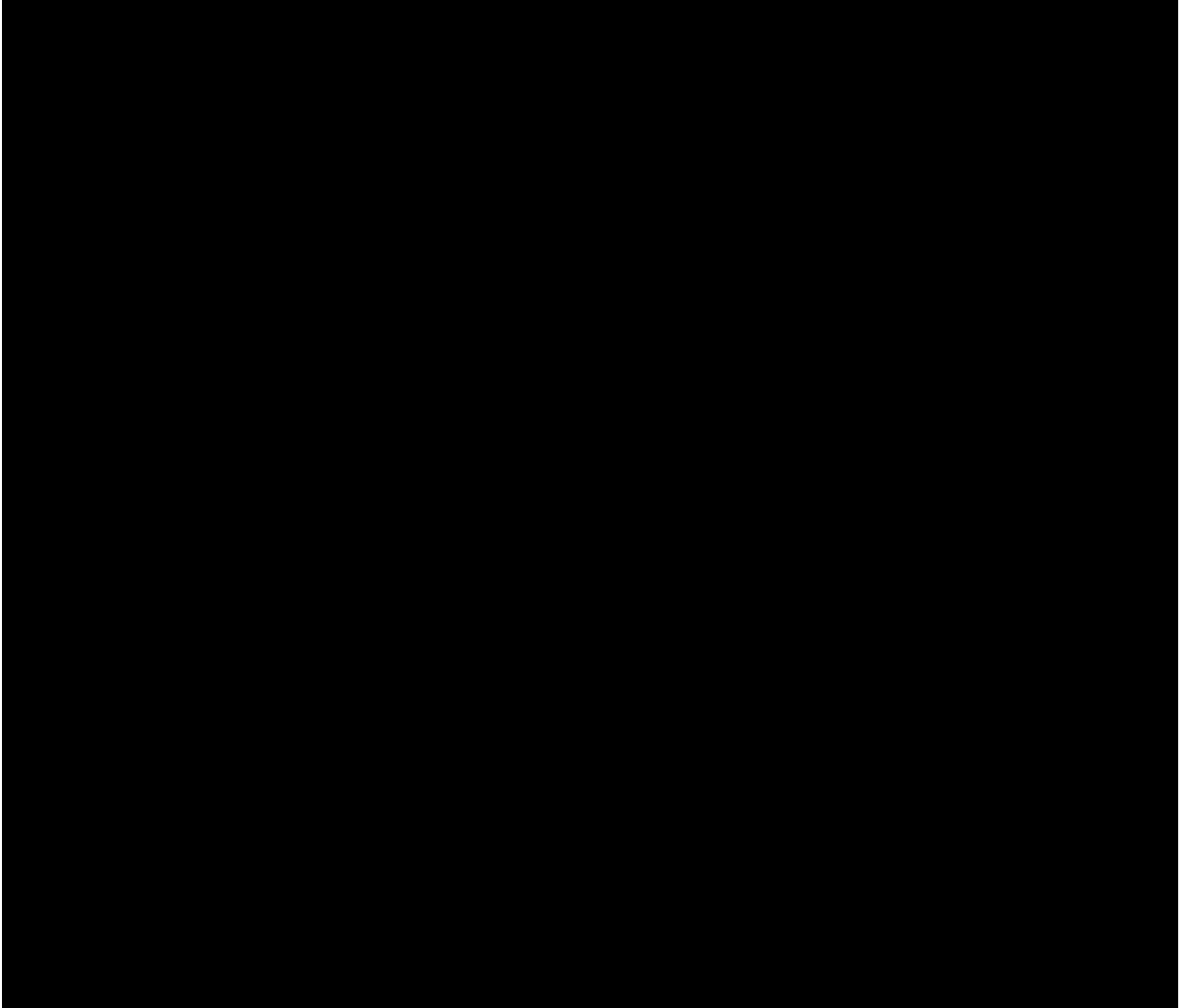


FIGURE 4. GLOBAL GROWTH IN ALL ENTREPRENEURS VS. GREEN
ENTREPRENEURS

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