



Course Description

MAN3786 | Sustainable Enterprise Planning | 3.00 credits

Students will learn the assessment tools, design and construction considerations, and operating planning requirements for sustainable enterprises. Students will also learn the ecological and economic benefits of sustainability practices, including construction, operations, supply chain decisions, recycling, reusing, and reconditioning to preserve the environment by increasing revenues. Best practices, case studies, evolving trends, and experimental efforts are also covered. Prerequisite: MAN2021.

Course Competencies:

Competency 1: The student will list the various characteristics of a sustainable enterprise by:

1. Evaluating sustainability issues in the supply chain
2. Analyzing production and marketing issues related to sustainability
3. Examining various sustainability assessments and concepts

Competency 2: The student will conduct research on a given product's sustainability potential by:

1. Analyzing waste reduction techniques
2. Illustrating the effects of sustainability measures on competitiveness
3. Analyzing ecological, environmental, and cost benefits of a given sustainability measure
4. Comparing changes in the supply chain that can improve sustainability
5. Selecting vendors and other partners who can assist with sustainability measures

Competency 3: The student will determine the role an enterprise will play in the sustainability or "green" movement by:

1. Assessing whether the enterprise will be a "first mover" or a "greening as we go" enterprise
2. Illustrating how the market demographic will accept a "green" change to a product
3. Critiquing how "lifestyle" issues affect sales of "green" products
4. Testing market research to determine the demographics of the primary consumers of the enterprise product(s)

Competency 4: The student will identify best practices in enterprise sustainability by:

1. Conducting research on companies or products that have achieved sustainability success
2. Examining the cost savings and the environmental benefit of various sustainability measures
3. Developing a complete 3-5-year planning process for a sustainable enterprise

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Create strategies that can be used to fulfill personal, civic, and social responsibilities