

# BUSINESS SUSTAINABILITY, CERTIFICATE (0474)

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## Program Coordinator

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This certificate provides preparation for business professionals and others seeking a background in sustainability issues as related to business. Business organizations must comply with an increasing set of regulations as well as voluntary standards relating to environmental sustainability. Businesses are engaged in creating and following a set of best practices and maintaining metrics important to environmental sustainability. Wise use of resources, attention to the value chain, and careful planning of operations is required of businesses interested in maximizing profits and remaining viable over time. The global, national, and local interest in sustainability creates many opportunities for business innovation and entrepreneurship.

## Admission Requirements

Please refer to the admission section (<http://catalog.wku.edu/graduate/admission>) of this catalog for Graduate School admission requirements.

## Program Requirements (12 hours)

Code	Title	Hours
<b>Required Courses</b>		
BA 545	Survey of Business Sustainability Issues	3
BA 546	Sustainable Business Operations <sup>1</sup>	3
BA 547	Sustainability, Innovation, and Entrepreneurship <sup>1</sup>	3
BA 548	Sustainability Marketing <sup>1</sup>	3
Total Hours		12

<sup>1</sup> Students may substitute up to 3 hours from the Global Pathways to Sustainability certificate offered in the Diversity & Community Studies Department upon prior approval of the MBA office.