

# GREEN BUSINESS MANAGEMENT AND SUSTAINABILITY

Green Business Management continues to emerge as a field where negative impacts to local or global environment is reduced or avoided by design. Green Business by its nature is applied and forward looking in its thinking. Green Business is not business as usual and it incorporates environmental sustainability mentioned above in addition to social and economic sustainability. Green Business management trains professionals to work in all types of organizations, but provides further specialization into green or greening operations. In today's world, Green Business Management prepares managers and their companies to reassess its relation to the economy, social relations and the environment.

## Who Studies Green Business Management and Sustainability?

Students that are expected to be successful will have some of the following characteristics:

1. Strong undergraduate background. Students with business, science, technical, tourism or government studies may pick up the material faster, but the program is designed for all majors.
2. Good oral and written communication skills.
3. Work experience is not required but recommended.
4. Strong interest in incorporating knowledge and skills of environmental, social and economic sustainability to their academic and professional backgrounds.
5. Willing to learn, research and apply knowledge in a competitive environment.

## Career Opportunities

KPU's program will prepare graduates for the five occupational categories listed below. A total of 12,500 jobs openings across the five categories are expected to be created between 2015 and 2025 in British Columbia (of which 9,220 are expected in the Lower mainland/ South West region).

The transition to a greener Canadian economy is a highly dynamic process, and as a result, companies and organizations will increasingly need skilled professionals who can help them make the most of this phase of opportunity and growth.

- NOC 4163 Business development officers and marketing research and consultants
- NOC 0412 Government managers, economic analysis, policy development and program administration
- NOC 1122 Professional occupations in business management consulting
- NOC 1123 Professional occupations in advertising, marketing and public relations
- NOC 4161 Natural and applied science policy researchers, consultants and program officers.

## Programs

- Graduate Diploma in Business Administration - Green Business Management and Sustainability (<https://calendar.kpu.ca/programs-az/business/green-business-management-sustainability/green-business-management-sustainability-graduate-diploma-administration/>)

## Courses

Visit the BC Transfer Guide - [bctransferguide.ca](https://www.bctransferguide.ca) (<https://www.bctransferguide.ca/>) - for information about course transfer in B.C.

### GRMT 6100 3 credits

#### Sustainability and Business Administration

Students will learn how to integrate, evaluate, report sustainability in organizations. Students will learn specific reporting techniques on sustainability, including but not limited to the Global Reporting Initiative (GRI) and Principles of ISO 14001. This course is also heavy on Corporate Social Responsibility (CSR) policy and programs as they relate to governance and sustainability.

Level: GR

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A9 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

### GRMT 6110 3 credits

#### Green Marketing Management

This course will prepare professionals in understanding and applying green marketing concepts in organizations. Green marketing is marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of companies' products, from design, methods of processing, packaging and distribution. This course will also help identify global business opportunities. The conceptual opportunities in this course can be applied on the Green Marketing Plan, in Green Project Management course or even the Capstone course.

Level: GR

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A9 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

### GRMT 6120 3 credits

#### Ecological Economics for Organizations

This course explores new ways of thinking about how we manage our lives and our planet to achieve a sustainable, equitable, and prosperous future. By the end of the course, students will have an understanding of the integration of "nature's household" and "humankind's household" under ecological economics as well as the trans-disciplinary and inter-disciplinary nature of management analysis. Students should have an applied understanding of the interdependence and co-evolution of human economies and natural ecosystems and natural ecosystems over time and space. The above follows the type of system's thinking that is necessary in organizations and societies all over the world.

Level: GR

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A9 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**GRMT 6130 3 credits**

**Principles of Green and Clean Technologies for Business and Society's Sustainability**

This course covers the introduction to physical and technological principles of solar, indirect solar, and non-solar energies with an environmental policy, social and economic backgrounds. This course introduces students to Green and Clean Technologies for business professionals. Introduction to waste management, e-waste, green buildings and water filtration training is also provided in order to ladder into other professional, corporate or on-the-job-training as well. Further knowledge of technologies or industry/corporate knowledge applied to specific companies can/should be developed for those interested in the Green Project Management course or Capstone.

Level: GR

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A9 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)

**GRMT 6140 3 credits**

**Sustainable Operations**

This course develops students' ability to define and analyze sustainable business practices within the value chain of the product or service in order to develop and integrate sustainable practices at each step of the value chain. Students will learn how to measure and account for sustainability initiatives as a means of creating value at the operations management level within an organization. Students will be challenged to consider the sustainability challenges from the different stakeholder perspectives and priorities in developing and implementing sustainable operational practices and initiatives. Students will analyze graduate level papers on a variety of current research.

Level: GR

Attributes: BUSI (<https://calendar.kpu.ca/courses-az/#courseattributestext>), F2A9 (<https://calendar.kpu.ca/courses-az/#courseattributestext>)