

Academic Programs and Planning (APP) Committee
Feedback and Response Form

Thank you for your submission of the proposal titled **MBA in Global Business Sustainability**.

The APP committee reviewed the proposal on

This proposal has been approved by the Dean’s Council

Committee Suggestion/Clarification	Author Response
<p>Clear list of career paths; well supported national trends and market needs; Does a feeder BA/BS program at Stockton exist? In other words, is there potential for a lead-in to this degree (eventually 4+1)? And/or what background would this degree look for in graduate applicants?</p>	<p>We have enhanced the proposal by incorporating additional information on career paths, national and market trends, as detailed on pages 6, 7, and 12-17.</p> <p>Regarding the potential for a 4+1 program with Sustainability and this MBA concentration, we acknowledge the possibility. Existing 4+1 programs with the MBA and business school programs pave the way for students to complete this concentration within those established structures.</p> <p>Furthermore, this new concentration offers an opportunity for the development of a Dual-Degree program in the School of Business that we mention on page 19.</p>
<p>How will you allocate faculty teaching from the current electives to them teaching the new elective courses? Would students just all take the same electives then? So in essence, would all students be pigeon holes into this concentration/major?</p>	<p>This concentration will follow the established framework of the five (5) existing concentrations within the MBA program. In essence, students will allocate three of their four MBA electives towards sustainability concentration electives to fulfill the concentration requirements. Similar to</p>

	<p>other MBA concentrations, a sustainability elective will be available each semester (spring, fall, summer). The MBA chair, in collaboration with the teaching faculty, will determine the sequencing of courses and the integration of new sustainability courses. Please refer to pages 7-11 for further details on this process.</p>
<p>A good proposal and the concentration is explained very well. Is there student demand at Stockton for this concentration?</p>	<p>Thank you for your encouraging feedback. We have incorporated additional information on national and market trends into the proposal, which can be found on pages 12-17. Additionally, we have included a new section titled "Student Interest Assessment" on page 5. The section states the following:</p> <p>“Currently, Stockton University offers two MBA courses centered on business sustainability: BSNS 5322 - Corporate Sustainability Strategies and MGMT 5445 - Global Sustainability Stakeholder Management.</p> <p>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.</p>

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.

Additionally, the interest in sustainability extends beyond the MBA program to undergraduate offerings as well. For instance, the Sustainability Marketing course, an elective within the business marketing and sustainability program, has been available since 2015. Offered annually in the fall semester in a face-to-face format, this course consistently reaches full capacity, with a notable occurrence of waitlists. This sustained demand for Sustainability Marketing underscores the overall interest in sustainability topics among students within the School of Business.”

You indicate that you are replacing existing electives with the proposed sustainability electives. Will any of your existing concentrations (Financial Forensic Investigations, Marketing, Business Analytics, Hospitality Tourism and Event Mgmt, or Finance) be phased out or offered less in place of this new concentration?

Thank you for your comment. To explain this further, we added the following section on pg. 8:

“The School of Business MBA program currently offers two Management courses that are not part of a concentration. Accelerated dual-degree students with management undergraduate concentrations are required to take one MBA-level management course. These two courses will be repurposed which already run every year to become management-oriented sustainability courses, so they can serve the dual-purpose of fulfilling the MBA management elective requirement for dual-degree students and the sustainability concentration requirement. The third Global Sustainability course will be coming from an MBA Marketing elective. One course under this elective will be replaced with a new course titled “Marketing and Global Sustainability.” This course will become a marketing-oriented sustainability course, serving the dual purpose of fulfilling the MBA elective requirement for marketing concentration and sustainability concentration.

The general MBA electives are fulfilled by the same electives as the concentrations, so students can choose a concentration or can remain general, and the same electives fulfill the requirements for the general MBA or concentrations. The inclusion of concentrations does not necessitate

	<p>additional courses, as the electives are essential for meeting general MBA requirements regardless. Thus, offering these concentrations expands students' options without requiring extra classes.”</p>
<p>In Fall 2020, 5 new MBA concentrations were proposed. Can you provide any information about the success of these new concentrations that might suggest this additional concentration would be beneficial?</p>	<p>Certainly, the benefit of the five new concentrations is that they offer options for MBA students. As mentioned earlier, students can opt for the general MBA track or any of the five concentrations. The elective courses required for the general MBA are the same as those for the concentrations, allowing students to choose either a concentration or to remain in the general track. These elective courses are necessary regardless of the presence of concentrations, as they fulfill the requirements of the general MBA program. Therefore, adding those five concentrations gave students more options without requiring additional classes.</p> <p>The five concentrations were launched in 2021. The latest numbers show that, for the academic year 2023–2024, the following number of applications were submitted for each concentration out of a total of 145 submissions:</p> <ul style="list-style-type: none"> Marketing: 26 Finance: 40 Business Analytics: 55 Hospitality: 16 Financial Forensic Investigations: 8

Is there any coordination with SUST on this program? How do they define sustainability as it relates to the expert(s) definition?

Along the same lines—it might be a nice option for SUST graduates to pursue their MBA in this discipline. They would certainly have a different perspective than a business student would.

Thank you for this suggestion. We will explore the potential for a 4+1 program in the future.

The proposed program focuses on Business Sustainability. In line with this business emphasis, the concentration has been renamed to “Global Business Sustainability.”

To avoid any confusion, we have provided a detailed definition on page 3. The section states the following:

In business, “sustainability refers to doing business without negatively impacting the environment, community, or society as a whole”. The general goal of a business sustainability strategy is to positively impact the environment and society, while also benefiting shareholders. This notion comes from the business concept, Triple Bottom Line (TBL), which dates back to the mid-1990s, when management institute AccountAbility coined and began using the term in its work. The TBL is mainly an accounting framework that incorporates three dimensions of performance: social, environmental, and financial. It can also be broken down into the "three P's": profit, people, and the planet (see Appendix A for the framework).

<p>Library needs are not discussed and should be included as this appears to be a new topic under development.</p>	<p>There are no new library needs. We have clarified this in the proposal on pg. 19.</p>
<p>Why is the concentration called global sustainability when only one of the courses appear to take a global perspective?</p>	<p>The name of the concentration is changed to “Global Business Sustainability.”</p> <p>Also, the proposal has been updated to include revised course offerings, as outlined on pages 9 and 10. Each of the three elective courses now places a strong emphasis on the global dimensions of business sustainability management:</p> <p>MKTG/MGMT 53XX – Marketing and Global Sustainability MGMT 5445 - Global Sustainability Stakeholder Management MGMT 5322 - Corporate Sustainability Strategies</p> <p>Moreover, sustainability is inherently global in nature. We firmly believe that it entails a comprehensive commitment to social, economic, and environmental responsibility, aimed at enhancing the well-being of our planet and society on a global scale.</p>
<p>Grammatical and punctuation errors; revisit these sentences. This list is not exhaustive, a full proof-reading should be done, there are several grammatically correct yet awkward sentences.</p>	<p>Thank you for bringing these issues to our attention. We have thoroughly reviewed the proposal and made the necessary corrections to address all grammatical and punctuation errors. The proposal has been meticulously</p>

Pg. 2: “The committee’s responsibility was to perform research in the respective areas and, if deemed feasible, prepare a summary proposal based on the reporting feedback that included recommendations for strategic growth paths for the School of Business graduate studies.”

Pg. 3: “Because the demand for professionals with a business sustainability background is expanding rapidly in the marketplace, it is important to consider the sub-field of sustainability at the MBA level, which would help students to demonstrate their commitment to creating new solutions that allow businesses to grow and thrive sustainably, and as a result, can help them become more marketable in the domestic and global economy.”

Pg. 4: “Furthermore, there are increasing number of sustainability related regulations, requirements, and standards in place for companies to comply (as well as upcoming ones, such as International Sustainability Standards Board (ISSB) disclosure standards).”

Pg 9: “When first time was offered in Spring 2020, it was in face-to-face format with 20 (out of 25) student enrollments.”

“In Spring 2021, the course was taught fully Online with full capacity (25/25).”

“The Stockton’s MBA program involves 12 courses including 7 core courses, 4 electives, and one capstone requirement.”

rewritten to reflect these improvements. We appreciate your diligence in pointing out these areas for refinement.

“An MBA Concentration in the area of Global Sustainability will be feasible if we offer one general sustainability, one advanced strategy, and one regulations & policy courses.”

Pg 10: “There will not be required new faculty lines for the concentration.”

Pg 10 – 11 “this is evident in the AACSB evaluation of the business program to assure that marginalized groups are represented in the faculty, student body, advisory boards, and addressed through the curriculum.”

Pg. 11 “The analysis shows that there is relatively less competition in business sustainability specialized area in the region that we can deliver higher value.”

“Since there is already one elective MBA course available in the program, developing aforementioned two electives in the areas of general knowledge in global sustainability and regulations/policy will be adequate.”