

# MASTER OF BUSINESS ADMINISTRATION, IMPACT SPECIALIZATION

Sustainability underlies many of the complex global challenges we face today, carrying profound implications for business practices, economic development, and environmental stewardship. Businesses increasingly recognize the need to incorporate environmental risks and social objectives into their core strategy and operational decisions. The commitment to sustainable practices can take many forms, such as developing social enterprises, creating and distributing fair-trade products, reducing carbon footprints, ensuring a sustainable value chain, guiding social impact investments, and making frugal use of natural resources. Sustainability initiatives are motivated by a desire to manage risk, drive growth, improve returns on capital, and create value.

The Master of Business Administration, Impact Specialization, is a 44-credit, 3 semester, full-time Resident Instruction program. The program aims to provide business solutions that achieve positive economic, environmental, and social impact. The program educates and prepares future business leaders to take effective roles in organizations that integrate economic, social, and environmental sustainability into core strategy and operations. There are elective options to enable students to pursue either a venture-creation process or take up to 15 credits outside the College of Business in areas such as environmental sustainability, social impact, water resources, life cycle assessment, ethics and sustainability, and climate change.

Students interested in graduate work should refer to the Graduate and Professional Bulletin (<http://catalog.colostate.edu/general-catalog/graduate-bulletin/>) or visit the department website (<https://biz.colostate.edu/academics/graduate-programs/>) for more information.

## Program Learning Objectives

*Business Acumen and Integration Skills:* Graduates demonstrate competency across business functions and integrate them into strategic decisions.

*Practical Leadership and Management Skills:* Graduates demonstrate individual, interpersonal, and organizational leadership skills necessary for professional development and organizational effectiveness.

*Critical and Analytical Thinking:* Graduates apply critical thinking and analytical skills for management decision-making.

*External Environment – Ethical, Legal and Regulatory Framework:* Graduates consider ethical, legal, and regulatory implications inherent in business situations and apply that knowledge to make responsible decisions.

*Global Perspective:* Graduates acquire a global and cross-cultural perspective in formulating decisions and implementing organizational strategy.

*Enterprise Approaches to Global Challenges:* Graduates of the Impact MBA program develop the skills to:

- Assess opportunities for enterprise approaches to address social and environmental challenges.

- Develop, implement, and manage initiatives or enterprises that address global social and environmental challenges.

## Institutional Learning Objectives

The Impact MBA program has been a cornerstone of the mission of the College of Business since its inception in 2007, and similarly ties into CSU's broader Institutional Learning Objectives (ILOs) in the following ways:

*Creativity* – the Impact MBA is fully focused on training the future business leaders who will be incorporating innovative solutions to social and environmental challenges into core operations. The creation of these novel solutions is at the heart of getting past an assumed incompatibility of profitability and sustainability. This type of creative problem solving has been at the core of our program since the very beginning. It is what sets our program apart from competition, and why students seek us out. To solidify the learning outcomes, students perform hands-on work in their summer Fellowships to study, assess, suggest, and implement these creative strategies in the workplace.

*Reasoning* - MBA programs include multidisciplinary content in topics such as accounting, finance, and quantitative decision making – all of which help teach students ways to analyze data to arrive at conclusions. Mastering how to collect and analyze data, as well as communicate the implications and learnings, is an important part of the program. The Impact MBA goes further to apply these skills directly to challenges facing our world as it relates to social and environmental challenges.

*Communication* – The Impact MBA program blends quantitative courses with more qualitative ones, and almost every course involves teamwork, presentations, and projects. All of these experiences occur within highly diverse cohorts that are addressing meaningful challenges and help students improve their communication skills including written and oral. Indeed, business managers and executives rely heavily on their ability to communicate their goals and plans, and mobilize teams to accomplish goals.

*Responsibility* – Recruiting a diverse cohort of students is an important pillar of the Impact MBA, and every year, the students learn numerous soft skills from collaborating in teams, study groups, and projects. Courses also delve into culture and diversity, but every course is enhanced by our students' lived experiences. In addition, Impact MBA students choose this program out of a sense of responsibility to care for our world and future generations, and are motivated to join their cohort of classmates from different backgrounds, but with similar motivations.

*Collaboration* – In addition to coursework on best practices in teamwork, by collaborating fully across campus (the Impact MBA has elective classes from multiple different Colleges and the School of Global Environmental Sustainability), we can truly connect with the world class expertise on campus. Our carefully curated list of electives helps arm students with skills to address some of the world's most pressing challenges. In addition, our dual degree offering with the Master of Finance is further evidence of our approach to collaboration. Through engaging in these collaborations, students are exposed to the benefits of an expanded network, deeper discourse in new topics, and the importance of clear communication of purpose.