



CERTIFICATE OF ADVANCED STUDY IN SUSTAINABLE ENTERPRISE EXECUTIVE SUMMARY

The Certificate of Advanced Study in Sustainable Enterprise (CASSE) was developed by Syracuse University's Whitman School of Management and L.C. Smith College of Engineering and Computer Science (LCS), the State University of New York College of Environmental Science and Forestry (SUNY-ESF), and the Syracuse Center of Excellence in Environmental and Energy Systems (SyracuseCoE), the curricular partners of the Sustainable Enterprise Partnership (SEP). Additional information about the SEP is available at partnersforsustainability.org.

Rationale

1. Sustainable solutions are needed for a finite world. There is broad agreement that human activities are changing the global climate and that future consequences are potentially disastrous. In addition, human consumption of "ecosystem services"—resources and benefits supplied by natural ecosystems—has undermined the foundation of society. The explosive growth of developing economies such as China and India further intensifies the magnitude and urgency of these challenges.
2. Businesses and other organizations recognize that there are risks and potential benefits associated with environmental and social challenges. Whether motivated by fear of government regulation, cost-savings, opportunity for competitive advantage, or preserving the planet for their grandchildren, "business people are falling over each other to prove their greenness."¹ The concept of sustainability is central to organizational efforts that respond to environmental and social concerns in ways that maximize competitive advantage. Thus, there is great demand for professionals who are skilled in sustainability issues and understand its economic, environmental, technical, and social dimensions.
3. The SEP is uniquely prepared and positioned to engage in exceptional sustainable enterprise education. The Whitman School has been a pioneer in offering environmental law and policy courses and has top-ranked programs in the key areas of supply chain management and entrepreneurship; LCS has long been a leader in assessing and managing environmental contamination; SUNY-ESF is the only college in the nation where all programs relate to natural resources and the environment; and the SyracuseCoE has engaged more than 100 corporations in sustainability-related innovation.

¹ The Economist, June 2-8, 2007, at 13.

4. The CASSE is materially different from and sounder than other institutions' approaches. In a general sense, the CASSE is aligned with the "green" trend in higher education curricula. But unlike the approach taken by most institutions, the CASSE *integrates* business, science, engineering, policy, and practice. We strive for a truly transdisciplinary perspective on sustainability challenges.

Our transdisciplinary foundation leads to a second key distinction from sustainability-related curricula at other institutions: the certificate of advanced study is open to all graduate students at Syracuse University and SUNY-ESF, rather than a concentration or major in a single department. Accordingly, the core courses engage students and faculty from across the campuses. Further, we are aware of no other college or university that is affiliated with an external economic development organization dedicated to sustainability, such as the SyracuseCoE.

CASSE Requirements

CASSE admission is open to all currently matriculated graduate students at Syracuse University and SUNY-ESF. It is not available on a stand-alone basis.

Certificate candidates are required to complete five courses: three core courses and two electives (15 credits total).

- ◆ BUA/ECS 650: *Managing Sustainability: Purpose, Principles, and Practice* (3 credits)
 - offered every spring
 - available as a stand-alone elective, as well as a CASSE core course
- ◆ BUA/ECS 651: *Strategic Management and the Natural Environment* (3 credits)
 - offered via an accelerated format in late August
 - available to all students who have successfully completed BUA/ECS 650, whether or not they intend to complete the CASSE
- ◆ BUA/ECS 759: *Sustainability-Driven Enterprise* (3 credits)
 - offered every spring
 - prerequisites: BUA/ECS 650, BUA/ECS 651, first CASSE elective; second elective may be taken concurrently with BUA/ECS 759

Certificate candidates articulate a rationale and focus to support the selection of electives, which are approved on an individual basis by the CASSE faculty director, in consultation the student's department. Students may select electives from their home school/college for which they may have taken prerequisites to satisfy other requirements; these electives may also be counted toward another program or concentration.

In addition to these course requirements, a student must attain at least a B in courses taken to fulfill the certificate requirements and a cumulative GPA of at least 3.0 to earn the CASSE.