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## Sustainable Business Option Now Available for Business Majors

Winthrop University

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# Sustainable Business Option Now Available for Business Majors

## Quick Facts

- University officials said the sustainable option is a response to helping students understand how businesses can respect the earth's resources and still thrive in a global setting.
- The Sustainable Business option program will apply the concepts of sustainability to train students in management, innovation, environmental sensitivity, and a commitment to social responsibility and ethics.



*Roger Weikle*

ROCK HILL, S.C. - The [College of Business Administration](#) will begin this fall offering a new [Sustainable Business option](#) as part of the Bachelor of Science degree in Business Administration.

University officials said the sustainable option is a response to helping students understand how businesses can respect the earth's resources and still thrive in a global setting. Opportunities for a career in sustainable business are growing as many companies have included the word "sustainability" in traditional job descriptions, according to [Roger Weikle](#), dean of the **College of Business Administration**.

The new program will offer a six-course sequence (18 hours) that gives students flexibility in their scheduling, along with a 30-hour business core curriculum that is taken by all business students, regardless of specialization.

The **Sustainable Business option program** will apply the concepts of sustainability to train students in management, innovation, environmental sensitivity, and a commitment to social responsibility and ethics. Students who chose a sustainable business option also will take the **Management 326 course**, now called Sustainable Operations. The revised course, offered for the first time in fall 2011, will focus on the design and management of all processes to produce goods and services and the strategic importance of responsibly meeting customer needs.

Freshmen entering in fall 2011 are eligible to select this new option. For more information, contact [Marilyn Smith](#), professor of management, at [smithm@winthrop.edu](mailto:smithm@winthrop.edu) or call 803/323-2679.

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