

BUSINESS PRINCIPLES IN ENVIRONMENTAL MANAGEMENT



EEP/ABM 405

Corporate Environmental Management

3 Credits

Spring Semester

Prerequisites: EEP 255 or ABM 332
or MGT 315 or MGT 325

- EXPLORE the business perspective on environmental issues.
- UNDERSTAND various dimensions of environmental strategy in business, covering compliance, risk management, green-marketing and business redefinition.
- DEBATE whether environmental responsibility can be combined with business success.
- ANALYZE industry case studies of effective and ineffective environmental management.
- LEARN about analytical tools and firm internal processes that promote sustainability and create competitive advantage.
- WORK on a real life project in corporate environmental management.

For more information contact:

Ruthi Bloomfield, Advisor, 432-5298