

BUAD 373: SUSTAIN CONSULTING & ASSESSMENT

The course introduces the elements of working internally or externally with a company to move from status quo to a for-benefit approach to conducting business. Students will learn tools and techniques to develop and maintain a social and environmental mission, how to differentiate legitimate organizations from pretenders, ways to assess organizations through benchmarking and assessment, steps to develop plans to improve performance, how to attract and engage talent, opportunities to collaborate with other for-benefit peers, ways to save money and access services, plans to generate press, and approaches to raising capital.

Credits: 3

Department: [Business](#)