

Program Name

Sustainable Business & Consump

Total Degree Units

18

Anticipated First Term Valid

Fall 2026

Career

Undergraduate

Plan Type

Minor

Executive Summary (required)

Please provide no more than 5 bullets/sentences that sum up the rationale, demand, and uniqueness of your proposed major.

- Growing workforce demand: The World Economic Forum lists "environmental stewardship" as a Top 10 workforce skill, with Sustainability Manager positions growing at 27.3% annually and average compensation reaching \$159,430 for manager-level roles.
- Dual job market approach: The minor addresses both emerging "green jobs" (sustainability managers/analysts) and the need to make traditional jobs greener, aligning with Bureau of Labor Statistics definitions and creating versatile career pathways across industries.
- Unique curriculum integration: This is the only minor in the nation combining sustainable business practices with consumer behavior insights, addressing both supply-side corporate strategies and demand-side consumer decision-making.
- Executive-level career trajectory: The number of Chief Sustainability Officer positions tripled between 2016 and 2021, with 28% now holding executive-level positions, demonstrating clear advancement opportunities beyond entry-level roles.
- No regional competition: No similar programs exist at University of Arizona, its affiliates, Arizona State University, or Northern Arizona University, creating a distinctive educational offering for Arizona students.

Plan Description (required)

Work with Marketing to develop a description for the proposed program. Include the purpose, nature, and highlights of the curriculum, faculty expertise, emphases (if any), etc. Typically, 100-250 words.

The Sustainable Business and Consumption minor empowers you to lead businesses toward more sustainable and responsible practices. You'll learn how to apply environmentally conscious strategies across industries, from product design and sourcing to operations. Courses cover topics like product development, responsible sourcing, entrepreneurship, retailing and market strategy, giving you the tools to evaluate how consumer behavior, production, and business decisions impact the environment and society.

Through hands-on projects and experiential learning, you'll explore how consumers make decisions, how products and supply chains can be designed for sustainability, and how businesses balance profitability with social and environmental goals. You'll leave with the skills to identify opportunities for sustainable innovation across industries.

Whether your goal is to develop sustainable retail strategies for global brands, launch your own eco-conscious startup, or manage responsible sourcing and supply chains in the food or fashion industries, this minor provides the foundation to lead change in a variety of industries.

To support the proposed program, does the college envision sharing resources used by other programs, redeploying internal resources (consolidating existing certificates, disestablishing other certificates), etc.?

No

Summarize new resources required to offer the certificate (may include additional faculty, staff, equipment, facilities, etc.):

All the courses in this minor are pre-existing courses that are already offered regularly within the RCSC program. No new resources will be needed to develop courses. We may need to increase course enrollment capacity in some sections to increase access as students enroll in the minor. A new faculty hire (with start date of January 2026) was completed in the RCSC program to fill an instructional need, and that additional position will allow flexibility in scheduling minor courses frequently enough to accommodate enrolled students.

To guarantee sufficient resources, we also will disestablish the Digital Retailing Minor and the Digital Retailing Certificate; neither of these plans have performed as expected.

Degree Designation (Degree Offered in UAccess)

-

Terminal Degree

No

Research Master's

No

Professional Master's

No

Stackable

No

Associated Plans for Stacking

-

Accelerated Master's Program

No

Associated Plans for AMP

-

Program Contacts: Please provide the name and email address for each individual requested below

Primary contact name	Primary contact email address
Sabrina Helm	helm@arizona.edu

Person who will serve in role of Director of Undergraduate Studies (DUS) for the certificate (This is not always the same as the DUS for affiliated programs or head of managing academic unit)	Email address
-	-

If known, list the members of the certificate oversight committee for this certificate. Note: undergraduate certificate oversight committees shall consist of a minimum of 3 members, 2 of which are faculty and at least one of the 2 is participating faculty in the certificate program. The oversight committee is responsible for 1) qualifications of participating faculty, 2) coordination of admissions recommendations with the Office of Admissions, and 3) curricular changes.

-

Name of Admissions contact	Email address
-	-

Name of Graduate Program Coordinator	Email address
-	-

Name of Director of Graduate Studies	Email address
-	-

Name of Graduate College Degree Counselor	Email address
-	-

Plan Administration

Offering College
College of Agriculture, Life & Environmental Sciences

Offering multiple list each one)	Department(s) (If offering departments,	Department Ownership	Percent	Is the Academic Owner the same as the Budget Owner?
Human Ecology, Sch of		Human Ecology, Sch of	100%	Yes

Budget Office Owner & Percent Ownership - CUSTOM

College Rationale: In consultation with proposing unit’s college-level administration, describe how the proposed academic program fits within the mix of programs currently offered by the college, and how it advances the overall mission of the college and university.

The Sustainable Business and Consumption Minor strategically advances CALES' mission by leveraging the Norton School's Retailing and Consumer Science program's distinctive dual expertise in business strategy and consumer science. This minor uniquely positions CALES to address the critical intersection of environmental stewardship and economic sustainability—core values of an agricultural and life sciences college—by preparing graduates to lead sustainable transformation across supply chains, consumer-facing industries, and potentially even food systems. The program complements existing CALES strengths in Environmental Science and Nutritional Science while creating synergies with other Norton programs (Fashion Industry’s Science & Technology, FITS.), reflecting the college's commitment to interdisciplinary solutions for global challenges. By housing this minor within RCSC, CALES demonstrates leadership in preparing versatile graduates who understand both the business imperative and consumer demand driving sustainability efforts, directly supporting the University of Arizona's Strategic Imperatives and fulfilling the land-grant mission of addressing society's most pressing challenges through innovation and practical application.

Year 1	Year 2	Year 3
15	30	45

What concrete evidence/data was used to arrive at the numbers?

These classes have been elective options for students majoring in RCSC. We lost a faculty position and had no replacement hires until this upcoming Spring (2026). Because of that, we had to reduce our elective offerings and these courses have not been offered as frequently as they could have been. However, based on the enrollment totals in the three core courses for this proposed minor, we feel these enrollment projections are justified.

RCSC 480 Sustainable Retailing (Spring 2024): 44 enrolled students
RCSC 380 Sustainable Consumption (Fall 2024): 19 enrolled students
RCSC 150B1 Consumers, Environment and Sustainable Consumption (Fall 2024): 109 enrolled students

Print On Transcript

Yes

Transcript DescriptionMinor in Sustainable Business
and Consumption**Transcript Indent (New)**

-

Print On Diploma

No

Diploma Indent (NEW)

-

CIP Code (required)

Refer to The National Center for Education Statistics to determine appropriate 6-digit CIP code

52.1803

NSC Classification

-

Program Length Type

Years

Program Length in Years

2

**If Program Length is not 2, 4, or
6 years, please explain:**

-

SULA Special Program

-

Evidence of Market Demand

Please provide an estimate of the future state-wide and national demand for graduates of the proposed academic program. Please specify the source (e.g., Lightcast; Jobs EQ; US Department of Labor) of workforce demand data and detail the assumptions that underpin these projections. Curricular Affairs can provide a job posting/demand report (from O*NET) by skills/keywords/CIP code of the proposed program; contact curricular_affairs@list.arizona.edu to request the report if needed for your proposal. If job market data is unavailable or not applicable, please explain why and elaborate another justification for the proposed program.

A 2023 GreenBiz study found that Sustainability Manager was among the fastest growing green job titles with a Compound Annual Growth Rate (CAGR) of 27.3%. Sustainability managers are cross-functional actors working across departments to convince leaders to change their operations and adopt new practices. Positions in sustainability management or analysis often provide points of entry for recent graduates; people in these positions may develop sustainability goals and plans for their employers or as consultants, then work to implement and evaluate the success of those plans. Sustainability managers might also oversee and work on specific sustainability projects like sustainable product development and marketing, greenhouse gas emissions inventories, supply chain analysis, state and federal environmental regulation compliance, sustainable investing or finance (GreenBiz 2023). Trends for total compensation for those working in the sustainability profession were \$159,430 on the manager level (GreenBiz 2024). While the Bureau of Labor Statistics does not collect wage data specifically for sustainability occupations, operations specialty managers across all industries earn an average annual salary of \$155,150 (data from May 2023; BLS 2024).

A focus on sustainability can also lead to executive level careers. The number of companies appointing chief sustainability officers (CSO) jumped threefold in 2021 year-on-year, according to a PricewaterhouseCoopers (PwC 2023) survey of 1,640 companies across 62 countries. It emphasizes the growing demand for dedicated oversight in corporate boardrooms as firms face a rising number of environmental, social and governance (ESG) challenges. The number of CSOs holding an executive level position, alongside board members such as the chief executive or chief financial officer, hit 28% in 2021, more than tripling from 9% in 2016.

Sources:

BLS (2023): https://www.bls.gov/green/green_definition.htm

BLS (2024): <https://www.bls.gov/news.release/pdf/ocwage.pdf>

GreenBiz Report 2023: <https://www.greenbiz.com/report/state-green-business-2023>

GreenBiz Report 2024: <https://info.greenbiz.com/rs/211-NJY-165/images/State%20of%20the%20Sustainability%20Profession%202024.pdf?version=0>

PwC (2023): <https://www.strategyand.pwc.com/de/en/cso2022.html>

World Economic Forum (2025): <https://www.weforum.org/stories/2025/01/future-of-jobs-report-2025-jobs-of-the-future-and-the-skills-you-need-to-get-them/>

Similar Programs Offered at Arizona Public Universities

Are there similar programs at the University of Arizona?

No

Are there similar programs at Arizona State University?

No

Are there similar programs at Northern Arizona University?

No

Peer Comparison

Select three peers (if possible/applicable) for completing the comparison chart from ABOR-approved institutions, AAU members, and/or other relevant institutions recognized in the field.

Use Peer Comparison Chart from the Curricular Affairs website. The comparison programs are not required to have the same degree type and/or title as the proposed UA program. Information for the proposed UA program must be consistent throughout the proposal documents. Minors and Certificates may opt to include only 2 peer comparisons.

[Peer_comparison_SBC Minor_revised 02252025.docx](#)

Budget Projection

Complete and upload the budget projection form found [here](#).

Contact your department / college finance manager for more information.

[Budget_projection_SBC Minor\[76\].xlsx](#)

Campus

Campus**Campus**

University of Arizona - Main

Sub Plan Required

No

Locations**Location**

Tucson

First Admit Term

-

Last Admit Term

-

Teach Out Term

-

Learning Outcomes (Required three minimum)**Name**

Learning Outcome #1: Students will apply knowledge of contemporary environmental challenges and potential solutions to examine impacts on society, analyze and construct programs to encourage sustainable consumer practices, and create their own plan for responsible consumption choices.

Tags

-

Concepts

Concepts: Environmental, social, and economic perspectives on sustainability; current trends in consumer behavior and business management that limit or enhance sustainability; methodologies used to analyze personal consumption choices and preferences; consumer engagement programs; unsustainable consumption practices.

Assessment

Assessment Methods: Consumer diary and self-reflection, and consumer campaign project in RCSC 380 (direct) and student exit survey (indirect).

Measures	Competencies
Measures: Instructor grading of consumer diary, self-reflection, and consumer campaign project (direct); review of responses on the student exit survey (indirect).	Competencies: Analyze different concepts of sustainability; examine and evaluate societal impacts of solutions; define sustainability in a societal framework; evaluate contemporary communications and persuasion approaches; apply consumer analysis and campaign design skills; apply communicative and critical thinking skills.

Name	
Learning Outcome #2: Students will analyze and synthesize corporate sustainability strategies by comparing contemporary business practices, evaluating their role within societal frameworks, and developing best-practice concepts while appraising limitations and opportunities for increasing social, environmental, and economic sustainability.	
Concepts	
Concepts: Sustainable marketing and communications practices; circular economy solutions; responsible sourcing and supply chain management; corporate sustainability assessment criteria; green marketing versus sustainable marketing; greenwashing; sustainable product and service innovation.	
Measures	
Measures: Instructor grading of completed research paper corporate sustainability commitment and research paper sustainability strategies in retail (direct) and review of responses on the student exit survey (indirect).	
Tags	
-	
Assessment	
Assessment Methods: Research paper corporate sustainability commitment and research paper sustainability strategies in RCSC 480 (direct) and responses to student exit survey (indirect).	
Competencies	
Competencies: Distinguish and evaluate contemporary business sustainability and marketing practices; identify purpose, goals, and value propositions of sustainable businesses; apply critical thinking, business research, and teamwork skills.	

Name N/A	Tags -
Concepts N/A	Assessment N/A
Measures N/A	Competencies N/A

Program Requirements

Total units required to complete degree

-

Upper-division units required to complete degree

-

Foundation courses: Second language

-

General education requirements: 32 units

Pre-admission expectations (i.e. academic training to be completed prior to admission)

-

Graduate non-degree status units permitted?

No

If yes, list how many

-

List any special requirements to declare or gain access to this major (completion of specific coursework, minimum GPA, interview, application, etc.)

-

Major units required (includes core and required electives; excludes supporting coursework)

-

Upper-division units required in the major

-

Residency units to be completed in the major

-

Minimum total units required
18

Minimum upper-division units required
15

Total transfer units that may apply to minor
9

Minimum total units required	Minimum upper division units	Total transfer units that may apply to the certificate
-	-	-

List any special requirements to declare/admission to this minor (completion of specific coursework, minimum GPA, interview, application, etc.)

Continuing students must have a cumulative GPA of at least a 2.0 and no pending incomplete grades.

Required supporting coursework

Courses that do not count towards major units and major GPA, but are required for the major. Courses listed must include prefix, number, units, and title. Include any limits/restrictions needed (house number limit, etc.). Provide course use form from home department for courses not owned by your department

-

Major requirements

List all major requirements including core and electives. If applicable, list the emphasis requirements for each proposed emphasis*. Courses listed count towards major units and major GPA. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.). Provide course use form from home department for courses not owned by your department.

-

Major requirements

List all major requirements including core and electives/selectives. If applicable, list the emphasis requirements for each proposed emphasis*. Thesis and non thesis options should be listed as separate emphases. Courses listed must include course prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.). Provide course use form from home department for courses not owned by your department.

-

Minor requirements

List all required minor requirements including core and electives. Courses listed must include course prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions needed (house number limit, etc.). Provide course use form from home department for courses not owned by your department.

Core:

Complete 3 courses (9 units):

- RCSC 150B1 (3) Consumers, Environment and Sustainable Consumption OR RCSC 240 (3) Consumer Behavior OR MKTG 450 (3) Consumer Behavior
- RCSC 380 (3) Sustainable Consumption
- RCSC 480 (3) Sustainable Retailing

Electives:

Complete 9 units from the following:

- RCSC 325 (3) Retail Innovation and Entrepreneurship
- RCSC 326 (3) Product Development
- RCSC 330 (3) Food Retailing Principles
- HECL 331 (3) Consumers, Food & the Future of Eating
- RCSC 350 (3) Supply Chain Management
- RCSC 385 (3) Responsible Sourcing and Supply Chain
- RCSC 400 (3) Retail Marketing Strategy
- RCSC 485 (3) Sustainable Marketing
- RCSC 496A Special Topic (designated as a sustainability topic).

Up to 3 units of RCSC 399/499 Independent Study or RCSC 492 Directed Research may be applied to the Sustainable Business and Consumption Minor with instructor approval and topic related to sustainability.

Certificate requirements

List all certificate requirements including core and electives. Courses listed must include **course prefix, number, units, and title. Mark new coursework (New)**. Include any limits/restrictions needed. Provide course use form from home department for courses not owned by your department.

-

Research methods, data analysis, and methodology requirements? No	If yes, provide description -
Internship, practicum, applied course requirements No	If yes, provide description -
Senior thesis or senior project required No	If yes, provide description -
Master thesis or dissertation required? No	If yes, provide description -
Is substitution of required or elective courses permitted at advisor's discretion? No	If yes, provide description -
May units earned for the certificate be applied to affiliated graduate programs? <i>Note: There is no University maximum on the number of units from a certificate program that may also apply toward a UA degree program, subject to time limitations for degree programs.</i>	If yes, list how many -
Minor: Optional or Required? -	Can students earning a second degree or major use the second degree/major to satisfy the required minor for this major? No
Minor requirements -	Minimum total units required for minor -

Any restrictions on multiple use of courses?

Yes

If yes, provide description

Courses from the Sustainable Business and Consumption Minor may not also be used as electives in the RCSC Minor and/or the Digital Retailing Minor.

RCSC Majors may complete the Sustainable Business and Consumption Minor.

A maximum of 9 units of SBC minor coursework can also apply to the RCSC major.

- SBC Minor Elective courses may also be used as RCSC Major electives.

- RCSC 240 may also be used as RCSC Major course.

- SBC Minor Core courses RCSC 380 and RCSC 480 may not be used as RCSC Major electives.

- RCSC 150B1 can be double used as a GenEd and for the SBC Minor for students who matriculated in Spring 2022 or thereafter. However, a maximum of 9 units of general education can be used to fulfill major and minor requirements.

Students in the Sustainable Business and Consumption Minor who later declare the RCSC Major may apply credit already taken to the RCSC BS degree.

Additional requirements (provide description and/or attach file)

Updated_Course Use Collaboration Form SBC Minor (1)

Admissions (Applicable to Undergraduate Majors and Certificates only)

Add to undergraduate admissions application?

No

Add to Next Steps Center for orientation major changes?

No

Admit Type

-

Admissions Criteria

-

If selective criteria, please elaborate

-

Emphases/Subplans (Applicable to Majors only)

No Specializations

Subplan Campus & Locations (Applicable to Majors only)

Subplan Campuses

-

Dependencies

Instructional Modality

Select all that apply
In Person

New Administrative Use

Short Title
SBACMINU

Online campus
No

Status	Display Plan in Public Catalog	Catalog Short Description
Active	No	-

Catalog Display Name	Field Of Study
-	-

HEGIS Code	Plan Type (Admin)	First Term Valid
-	-	-

Learning Outcomes UA - CUSTOM

-

Catalog Image

-

Catalog Display Notifications

—

Allow Integration Sync To SIS

Yes

Additional Information

If necessary, provide any additional information that has not already been captured in the proposal (i.e., preliminary proposal (majors only), ABOR request form, etc.) It could also include the course use/collaboration form, addendum explaining/supporting the budget projection, other helpful information you did not already include in the proposal but that CA and faculty governance committees should be aware of. Please upload your ABOR request form here.

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BUDGET PROJECTION FORM

Name of Proposed Program or Unit: Sustainable Business & Consumption Minor (SBC Minor)

Budget Contact Person: Samantha Sowerby, sbsowerby@arizona.edu	Projected		
	1st Year 2025-2026	2nd Year 2026-2027	3rd Year 2027-2028
METRICS			
Net increase in annual college enrollment UG	15	30	45
Net increase in college SCH UG	180	360	540
Net increase in annual college enrollment Grad			
Net increase in college SCH Grad			
Number of enrollments being charged a Program Fee	-	-	-
New Sponsored Activity (MTDC)			
Number of Faculty FTE	0.45	0.90	0.90
FUNDING SOURCES			
Continuing Sources			
UG AIB Revenue (Main Campus)	34,740	72,338	110,711
Grad AIB Revenue			
Program Fee Revenue (net of revenue sharing)			
F and A AIB Revenues			
Reallocation from existing College funds (attach description)			
Other Items (attach description)			
Total Continuing	\$ 34,740	\$ 72,338	\$ 110,711
One-time Sources			
College fund balances			
Institutional Strategic Investment			
Gift Funding			
Other Items (attach description)			
Total One-time	\$ -	\$ -	\$ -
TOTAL SOURCES	\$ 34,740	\$ 72,338	\$ 110,711
EXPENDITURE ITEMS			
Continuing Expenditures			
Faculty	6,000		
Other Personnel			
Employee Related Expense	1,920		
Graduate Assistantships			
Other Graduate Aid			
Operations (materials, supplies, phones, etc.)			
Additional Space Cost			
Other Items (attach description)			
Total Continuing	\$ 7,920	\$ -	\$ -
One-time Expenditures			
Construction or Renovation			
Start-up Equipment			
Replace Equipment			
Library Resources			
Other Items (attach description)			
Total One-time	\$ -	\$ -	\$ -
TOTAL EXPENDITURES	\$ 7,920	\$ -	\$ -
Net Projected Fiscal Effect	\$ 26,820	\$ 72,338	\$ 110,711



New Academic Program PEER COMPARISON

Program name, degree, and institution	Proposed UA Program: Sustainable Business and Consumption Minor	Minor in Sustainable Business and Organizations, University of Minnesota	Sustainable Business Minor, University of Wisconsin	Sustainable Business Minor, Fordham University
Current number of students enrolled	0	6 (ranging between 3 and 25 per AY)	50 (ranging between 45 and 65 per AY)	20 students (ranging between 15 and 35 per AY)
Program Description	At a time of indisputable societal and environmental change, the minor in Sustainable Business and Consumption enhances students' career opportunities as entrepreneurs, employees, leaders, and change makers in traditional business markets and in the thriving "green" sector. Sustainability careers span a broad set of options in large companies, startups, nonprofits, and government entities. Sustainable business and consumption minors will examine consumer actions as a driver of environmental degradation and climate	The Sustainable Business and Organizations minor is an interdisciplinary minor, which will complement any LSBE (Labovitz School of Business and Economics) major. Sustainability is an approach to business in which business goals are aligned with social and environmental goals. Opportunities for 21st century managers require, in addition to traditional business skills, understanding of increasingly complex social, environmental, and governance issues. Sustainability careers span a broad set of options in large companies, startups,	The sustainable business minor provides CBA (College of Business Administration) students with the opportunity to discover how sustainable business practices can be incorporated into organizational practices, strategy, and supply chains. Sustainable business minors will identify ways to integrate environmental, social, and financial concepts to create a more sustainable world. Studying sustainable business will give students the know-how to promote environmental, economic, and social sustainability in their future careers. They will learn how to be good	People, planet, and profit: Sustainable business strikes a balance among these three factors. Sustainability is becoming a national phenomenon, and companies are taking notice, from the smallest startups to the largest multinational banks. A minor in this field is now open to Gabelli School students and their peers at Fordham College Rose Hill. The sustainable business program aligns seamlessly with Fordham's mission to "promote research and education that assist in the alleviation of poverty, the promotion of justice, the protection of human rights,

	change and discover how sustainability can be incorporated into organizational practices, strategy, supply chains, and new products and services to reach environmental, business, and societal goals.	nonprofits, and government entities.	stewards of natural resources, even while pursuing business objectives.	and respect for the environment." This minor incorporates business, social science, natural science, and building-design curricula. It can enhance a student's career opportunities in traditional business markets and in the emerging "green sector."
Target Careers	Core careers are sustainability managers, sustainability analysts, but the minor can also enhance other career opportunities in the private sector (marketing, supply-chain, product management, merchandising) which is increasingly looking for talent with sustainability expertise; careers in "green" start-ups; entrepreneurs in the green marketspace; environmental non-profit sector.	Targeted career paths are varied, but most students in the minor are planning to enter the non-profit sector (marketing for environmental non-profits, etc.).	Goal for the minor is for students to understand the relationship of sustainability and interrelated areas into their major discipline. This minor may not get them a job in sustainability directly after graduation but will let them enter the conversations at work and then potentially work their way into positions in the field. Further, some students are enrolled who are getting their masters in sustainable management at UW-Green Bay	Students from an Environmental or Urban Studies background tend to start out at environmental management or consulting firms, environmental issues institutes, or governmental organizations while students with a business major tend to accept their first jobs with consulting firms or corporations with interests in ESG investing.
Minimum # of units required	18	12	18	16
Special requirements to declare/gain admission?	Open to all UA majors	Students must complete 45 credits before admission to the program. Minor only available for Bachelor of Business	Open to College of Business majors	The sustainable business minor is available to business students and to non-business majors who fulfill all of the minor's requirements

		Administration (BBA) or Bachelor of Accounting (BAc) candidates		
Internship, practicum, or applied/expe riential requirements ?	No	No	No Students have to complete a capstone course.	No Students have to complete a capstone course.

Additional questions:

1. How does the proposed program align with peer programs? Briefly summarize the similarities between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

There are no fully comparable minors at peer or any institutions within the nation that combine sustainable business and consumption/consumer behavior content.

Related minors are all offered by business schools and fall into two main categories. First, there are sustainable business minors which are only open to business majors; they usually cover content with a business-centric focus, for example supply chain, social/green marketing, entrepreneurship, natural resource economics. An example is the Sustainable Business and Organizations Minor offered by the University of Minnesota's Labovitz School of Business and Economics (Department of Management Studies). None of the identified programs emphasized or included consumer science/psychology/behavior curriculum. Second, there are sustainable business minors which include business courses in addition to general sustainability or environment-related courses from non-business departments, creating interdisciplinary minors. Here, examples are University of Wisconsin's Sustainable Business Minor and also Fordham University's Sustainable Business Minor. The latter is not a U of A peer institution but has developed a rather holistic program including coursework for business, science, and non-science majors; this minor can be customized to match students' career goals and major. Courses offered range from environmental science, environmental chemistry and physics of the environment to courses on capitalism, global economic issues and world poverty, as well as more traditional business courses such as principles of management.

Nationwide, there is currently no program, minor or major, offered by a Retailing and Consumer Science program dedicated to topics of sustainability.

2. How does the proposed program stand out or differ from peer programs? Briefly summarize the differences between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.

The proposed program is unique in that it combines business and consumption-focused courses. As competitive analysis reveals, there is no focus on consumer psychology or behavior in any other sustainable business minor. To effectively address global environmental challenges, understanding consumer decision-making in the “green space”, for example to align resource demand or introduce sustainable product and service alternatives, is absolutely essential.

The prospective minor taps into major strengths of the Retailing and Consumer Science program and faculty. It is tailored toward an audience who will seek careers in business (with a focus on retailing) but it is also beneficial for graduates in other industries and organizations. SBC minor graduates can work as sustainability managers or sustainability analysts which are new “green” jobs, or they can apply their acquired knowledge and skills to embrace and integrate sustainable practice in other new or traditional careers. The minor is open to all U of A students who wish to combine business and consumer-focused sustainability skills and expertise with their chosen major; it is a natural fit for all students interested in establishing a career in the growing field of corporate sustainability management. Students will be taught by faculty highly passionate, knowledgeable, and invested in implementing sustainability in an organization, and experienced in sustainability and climate-conscious pedagogy.

3. How do these differences make this program more applicable to the target student population and/or a better fit for the University of Arizona?

The University of Arizona is home to a broad range of environment-focused programs and has a proud track record in environmental research, making it one of the top environmental institutions of higher education in the nation. However, the university does not yet offer a minor with an environmental or sustainability focus in the business and/or consumption space, despite the growing importance of the “green” business sector and the crucial role consumption plays in exacerbating current environmental problems. The minor would complement Retailing and Consumer Science majors seamlessly and add valuable expertise and skills to any U of A major if students want to learn more about the business side of sustainability. Unlike most minor programs housed in business schools, the SBC minor includes the consumer science component, making this program valuable for any major interested in human decision making and the human influence on global environmental changes.



Course Use/Collaboration/Concern Form

Please use this form to notify other colleges that your proposed new program intends to use course(s) under their ownership; has identified potential avenues for interdisciplinary collaboration; and/or wants to hear their concerns about the creation of this program.

Note: Requesting college should provide this request to leadership in unit who owns courses. Responding unit should respond within 10 business days from receipt. Lack of response after the 10 business days is presumed approval.

FOR REQUESTING COLLEGE:

I. **Initiating College:** College of Agriculture, Life, and Environmental Sciences (CALES)

II. **Representative(s) making the request:** Laura Scaramella

III. **Planned proposed program:** Sustainable Business and Consumption Minor

IV. **Planned program start date:** Fall 2026

V. **Courses planned to be included, belonging to college / departments:**

The Sustainable Business and Consumption Minor requires the following core requirements:

Complete 3 courses (9 units):

- RCSC 150B1 (3) Consumers, Environment and Sustainable Consumption OR RCSC 240 (3) Consumer Behavior OR MKTG 450 (3) Consumer Behavior
- RCSC 380 (3) Sustainable Consumption
- RCSC 480 (3) Sustainable Retailing

MKTG 450 is housed in the Eller College of Management. Many students in the minor will not need to take MKTG 450 as they can fill this requirement with the other two course options. Because RCSC frequently has Eller students enroll in the RCSC minor and we anticipate the same for the Sustainable Business and Consumption Minor, we want to allow MKTG 450 to fill this requirement to reduce barriers for Eller students who wish to enroll in the minor. We will not advise students outside of Eller to take this course.

FOR REVIEWING COLLEGE:

- | | | | |
|--------------|---|-----------------------------|---|
| 1. MKTG 450 | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | Conditionally <input type="checkbox"/> : Under what conditions? |
| 2. Course #2 | Yes <input type="checkbox"/> | No <input type="checkbox"/> | Conditionally <input type="checkbox"/> : Under what conditions? |
| 3. Course #3 | Yes <input type="checkbox"/> | No <input type="checkbox"/> | Conditionally <input type="checkbox"/> : Under what conditions? |
| 4. Course #4 | Yes <input type="checkbox"/> | No <input type="checkbox"/> | Conditionally <input type="checkbox"/> : Under what conditions? |



Course Use/Collaboration/Concern Form

5. Course #5

Yes ☐ No ☐ Conditionally ☒: Under what conditions?

VI. Parameters of Use (add rows as necessary):

Undergraduate/Graduate

Course #	Units	Description of use (i.e., gen ed, major core, emphasis, elective/selective)
MKTG 450	3	Fulfills core option (1 of 3 courses) for students in the Sustainable Business and Consumption Minor

VII. Expected Yearly Enrollment (add rows as necessary):

Course #	Units	Exp Enrollment for Yr 1	Exp Enrollment for Yr 2	Exp Enrollment for Yr 3
MKTG 450	3	Typical enrollment of Eller students only	Typical enrollment of Eller students only	Typical enrollment of Eller students only

VIII. Opportunities for Interdisciplinary Collaboration (leave blank if none):

IX. Concerns about Proposed Program (leave blank if none):

X. Representative(s) reviewing request: Fill in here

Yong Liu, Vice Dean of Programs and Strategic Initiatives, Eller College of Management

Signature:  Date: 10/23/2025