

EAST CAROLINA UNIVERSITY
UNC-GA Mission Review
Academic Program Development Form

COLLEGE/SCHOOL: SCHOOL OF BUSINESS

API DISCIPLINE SPECIALTY TITLE: BUS & MGT/ENVIR HLTH

API DISCIPLINE SPECIALTY NUMBER: 0501/1298

LEVEL: Bachelor: _____ Master X 1st Professional _____ Doctoral _____

PROPOSED YEAR OF: Establishment 1994 Deletion _____ Redesign _____

Description of Program and Relationship to Institutional Mission and Unit Vision:

The School of Business proposes to work in conjunction with the School of Allied Health, Department of Environmental Health and other science departments to develop an MBA track in environmentally sensitive management. This is **not** a program in managing the environment, but a program which will train managers who must operate in environmentally sensitive areas, such as Eastern North Carolina. To qualify for this track, a student would have to be an undergraduate science major.

The present MBA program contains from 9 to 18 semester hours of electives. Our proposal would be that the student who chose this track would take courses focused specifically on the scientific aspects of ecology and ecological hazards instead of electives. These courses might be offered a number of science departments on campus. In all likelihood, most, if not all of these courses already exist. Cooperation with other ECU units will ensure the identification of the most appropriate electives. This has not presently been done.

The university is committed to the provision of "specialized and multidisciplinary knowledge" which serves the "mid-Atlantic region". It is also committed to "solve human problems" and "imparting a sense of responsible citizenship". The School of Business recognizes these missions and the progress the University has made in meeting its goals through the science departments, the Department of Environmental Health, and the Institute for Coastal and Marine Resources. However, we believe these goals can be further enhanced by recognizing that all organizations need to be managed in a manner which preserves our fragile environment.

This program pursues the School of Business vision to provide an environment for the "acquisition of applied. . . knowledge relevant to the operation of profit and nonprofit organizations."

Rationale for Program Addition/Deletion/Redesign

Widespread public awareness that many day-to-day activities in all our lives affect the environment adversely began with the publication of Rachel Carson's *Silent Spring*. Subsequent passage of both federal, state, and local environmental protection laws, hazardous substance laws, and waste laws along with the concomitant tax bills has forced us to realize that then environment is no longer a free resource, a resource whose use is costless. Indeed, in a recent *Wall Street Journal* article, John Baden, director of the Foundation on Economics and the Environment stated that "environmental fervor has grown to the point where top corporate management must consider the environment as a major, unavoidable factor in bottom-line costs."

Unfortunately, most management programs, if they address the environment at all, address it as a "social issue" in an elective course in business and society. We believe that it is incumbent upon East Carolina University, as a university located in the center of a large environmentally sensitive area, to lead the way in training managers who are aware of how their actions affect the environment and how they can change their operations to be more environmentally sensitive. The proposed program will allow those undergraduate science majors who choose to pursue an MBA to take advantage of their scientific training. In addition, it would make them more competitive in the job market and provide a vehicle for providing managers with a real understanding of the environment and how to keep it safe.

ENROLLMENT PROJECTIONS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Black				1	1					
White				8	8					
Other				1	1					
Total				10	10					

Percent non-resident: 15

ADDITIONAL FACULTY AND STAFF REQUIREMENTS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Faculty				1						
Staff				0						
Total				1						

BUDGETARY IMPLICATIONS:

(A: Annual continuation dollars; B: One-time dollars)

YEAR: 1993

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library					7,500	15,000	7,500	15,000
Computing								
Other								
Total					7,500	15,000	7,500	15,000

BUDGETARY IMPLICATIONS:

YEAR: 1994

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					55,000		55,000	
Operating					6,500		6,500	
Library								
Computing						5,000		5,000
Other								
Total					61,500	5,000	61,500	5,000

YEAR: 1995

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing					1,000		1,000	
Other								
Total					1,000		1,000	

YEAR:

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing								
Other								
Total								