

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Phil Korb	Phone: x5080
DEPARTMENT / DIVISION: <i>Accounting and Management Information Systems</i>		
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): 8. New Course: ACCT 780 Sustainability Accounting MBA		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

Box 1: TYPE OF ACTION ADD(NEW) <input checked="" type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/>
Box 2: LEVEL OF ACTION Non-Credit <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input checked="" type="checkbox"/> OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course ¹	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCDEF
X	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension ⁹	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
	18. Program Termination	NO, 10	d, e	ABCDEFGHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
	20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
X	P. Course Definition Document	S. Contract	

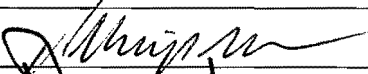
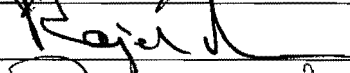
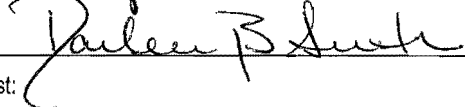
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):
8. New Course: ACCT 780 Sustainability Accounting MBA

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	12-3-08
B. Final faculty review body within each School	Chair: 	12/7/08
C. College Dean	Dean: 	12-3-08
D. Provost and Senior Vice President for Academic Affairs	Provost:	
E. Curriculum Review Committee (UFS subcommittee)	Chair:	
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

DOCUMENT O: SUMMARY PROPOSAL

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SCHOOL: LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: Phil Korb	Phone: x5080
DEPARTMENT / DIVISION: Accounting and Management Information Systems		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
8. New Course: ACCT 780 Sustainability Accounting MBA		
PROPOSED SEMESTER OF IMPLEMENTATION:	Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/>	Year: 2009

O-1: Briefly describe what is being requested:

Addition of a new course to the MBA curriculum: **ACCT 780 Sustainability Accounting** (3)

This course will serve as an *elective* in the following specializations/programs:

1. Specialization in Sustainability Management (*New*)
2. MS in Accounting and Business Advisory Services (*Existing*)

For new courses or changes in existing courses (needed by Registrar)		
OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title Sustainability Accounting	Course # / HEGIS Code: ACCT 780	Credits: 3

O-2: Set forth the rationale for the proposal:

This course will serve as one of the electives that students may choose to take as part of the new MBA specialization in Sustainability Management. In addition, the course may be chosen as an elective option in the M.S. Accounting and Business Advisory Services.

The objective of this course is to familiarize the student with the reading and current work in Sustainability Accounting. Sustainability Accounting concerns the role that accounting and accountants may have in ensuring that our long-term economic activity is socially and environmentally sustainable. The accounting contribution to recognizing that we must live within environmental constraints and that issues of social justice cannot be ignored form the basis of this course. Coursework will include the theoretical basis for social/environmental/sustainability accounting, a description and analysis of the models (both theoretical and practical) for external accounting reports, a discussion of environmental liabilities and sustainable finance and investing, greenhouse gas trading and accounting and internal sustainable accounting.

Proposed Course Syllabus (Document P)
Acct 780 Sustainability Accounting
UB/Towson MBA

1. **Date Prepared:** December 2008
2. **Prepared by:** Professor M. Freedman (Towson)
3. **Department:** Towson University, Accounting
4. **Course Number:** ACCT 780
5. **Course Title:** Sustainability Accounting
6. **Credit Hours** 3
7. **Catalog Description:**

Sustainability Accounting Sustainability accounting concerns the process of identifying, measuring and reporting the entities' impact on the planet with a focus mainly on the environmental impact. Determining how different entities affect the environment, measuring that impact and deciding what, how and who to report this impact to, are all part of the course. The course will cover topics dealing with greenhouse gas emission, trading and sustainability investing.

8. **Prerequisites:** ACCT 640 or equivalent
9. **Faculty qualified to teach the course:** Marty Freedman, accounting faculty
10. **Course Type/ Component:** Lecture
11. **Suggested approximate class size;** 25
12. **Content Outline** (See Attachment A)
13. **Learning Objectives**

By the conclusion of this course the student will, through, reading, research, discussion and written examination and application:

1. Will be able to evaluate the sustainable accounting reports of different companies
2. Will be able to explain how financial reporting of sustainable assets supports sustainability
3. Will be able to explain the theoretical basis for social/environmental/sustainability accounting
4. Identify and describe environmental liabilities
5. Explain how measurement and reporting of greenhouse gases supports sustainability

6. Explain how the sustainable balanced scorecard supports sustainability
7. Will be able to evaluate the sustainable accounting reports of different companies
8. Will be able to explain how financial reporting of sustainable assets supports sustainability
9. Will be able to explain the theoretical basis for social/environmental/sustainability accounting
10. Identify and describe environmental liabilities
11. Explain how measurement and reporting of greenhouse gases supports sustainability
12. Explain how the sustainable balanced scorecard supports sustainability

14. **Assessment Strategies:**

Since sustainability Accounting is a relatively new field, the readings tend to be in journals. Students are responsible for reading and understanding the material so that they can intelligently participate in a seminar discussion. The readings will be in the reserve library or available electronically.

Since the class is taught as a seminar, the students will orally present many of the articles in class. The presenter will be required to briefly summarize the article and provide an extension of an idea in the article that provides a different perspective and teaches the class something new. Those students not orally presenting the article must provide a one page (maximum) word processed summary of the article (not a copy of the abstract) including 2-3 questions to ask the presenter.

There are two cases which will be presented by teams of students. The arrangements for the cases will be determined once the size of the class is settled.

Students are required to write a research paper on a topic in Sustainability Accounting, and to present their papers to the class. The papers should be on a specific topic in the field, it should be well researched and if at all possible, creative. Quality is important, quantity is not, nevertheless the paper length should be about ten pages.

Grade for the course is determined as follows:

Paper	25%
Presentations	20%
Exams	40%
Cases	10%
Article summaries	<u>5%</u>
	100%

15. **Suggested Texts and Materials:**

Textbook: Unerman, J., J. Bebbington and B. O'Dwyer, *Sustainability Accounting and Accountability*(London and NY: Routledge, 2007) (SAA)

Partial Reading List:

- Clarkson, M., "The Moral Dimension of Corporate Social Responsibility" in Richard Coughlin, editor, Morality, Rationality & Efficiency (MC Sharpe, 1991) pp. 185-196.
- Clarkson, "A Stakeholder Framework for Analyzing and Evaluating Corporate Social Performance," Academy of Management Review, Vol. 20, No. 1 (1995), pp. 92-117.
- Coase, R., "The Problem of Social Cost," Journal of Law & Economics (October 1960), pp. 1-44.
- Dilley, Steven and Weygandt, Jerry, "Measuring Social Responsibility: An Empirical Test" Journal of Accountancy, September 1973.
- Epstein, M. and M. Freedman, Social Disclosure and the Individual Investor, Accounting, Auditing and Accountability Journal, Vol. 7, No. 4 (1994), pp. 94-110.
- Estes, Ralph, "A Comprehensive Corporate Social Reporting Model," Federal Accountant, (Dec. 1974), pp. 9-20.
- Freedman, M. "Economic Theory of Social Costs" (1975).
- Freedman, M. & Jaggi, Bikki, "Framework for Environmental Reporting," (unpublished).
- Freedman, M. "Social Accounting" in Behavioral Accounting edited by G. Siegal & H. Marconi Southwestern Publishers (1989), pp. 499-515.
- Gray, R. and J. Bebington, Environmental Accounting: Managerialism and Sustainability Advances in Environmental Accounting and Management (Forthcoming).
- Grojer, Jan-Erik and Starik, "Social Accounting: A Swedish Attempt," Accounting, Organizations and Society, Vol. 2, No. 4, 1977, pp. 349-86.
- Harte, G., L. Lewis and D. Owen, "Ethical Investment and the Corporate Reporting Function," Critical Perspectives on Accounting, Vol. 2 (1991), pp. 227-253.
- Neimark, M., "Editorial," Advances in Public Interest Accounting, Vol. 1, 1986, IX-XIII.
- Ramanathan, Kavasseri, "Toward a Theory of Corporate Accounting," Accounting Review, (July 1976).
- Rockness, J. and P. Williams, "A Description of Social Responsibility Mutual Funds," Accounting Organizations and Society, Vol. 13 (1988), pp. 397-411.
- Rubenstein, D., "Bridging the GAP Between Green Accounting and Black Ink," Accounting Organizations and Society, Vol. 17 (1992) pp. 501-508.

Attachment A: Course Outline

<u>Week</u>	<u>Discussion</u>	<u>Readings</u>
1&2	General Discussion of Sustainability Accounting	(SAA) 1-16, Neimark, Freedman (1989), Epstein (2004) Clarkson (1991)
2&3	Marginalist Economic Theory	(SAA) Ch 2, 11 Coase, Freedman (1975)
4	Theoretical Framework and Models for Environmental Reporting	Ramanathan, Clarkson (1995), B&J 55-107 Estes (1974), Dilley and Weygandt, Grojer & Starik
5	Financial Reporting of Environmental Liabilities	AICPA case and readings
6 & 7	Disclosure and Social Audits	(SAA) ch. 3,4, GRI, Readings, Freedman and Stagliano (2004) Roberts (1992), Patten (1992)
8 & 9	Sustainability Investing	(SAA) ch. 14, Harte, Lewis & Owen, Rockness & Williams, Epstein & Freedman
9, 10, 11	Environmental Issues-Greenhouse Gases and Trading	Movie "Inconvenient Truth" Freedman & Jaggi (1995), Gray & Bebington (2000), Rubenstein(1992),
12	Internal Sustainable Accounting-Balanced Scorecard and Full Costing	(SAA) ch. 12, Kaplan and Norton, Epstein and Wisner, Case
13	Presentations of Papers	
14	Final	