



Accelerated Master of Science in Social Responsibility & Impact in Business*

Information Sessions

Tuesday, March 5 – 3:30pm-5:00pm – BUSN 321

Wednesday, March 6 – 11:30am-1:00pm – BUSN 321

Gen Zers and Millennials are increasingly engaging with issues of social responsibility and sustainability, and myriad opportunities for socially responsible leadership in business abound.

The **Accelerated Master of Science*** (pending approval) 30-credit degree program is open to **all** majors interested in socially responsible leadership in business. Admission is contingent on a minimum GPA of 3.0 and a written statement of interest. Admission enables undergraduate UConn students on the Storrs campus to complete a maximum of 12 credits that count toward both their undergraduate **and** M.S. degrees. Enrolled students will be able to complete the M.S. within twelve months of completing a bachelor's degree.

Students will learn to:

- integrate social responsibility principles in business models,
- use the language of business to engage with stakeholders on social responsibility initiatives,
- implement practices that have a positive societal impact in business,
- deploy business strategies to promote environmental sustainability,
- navigate CSR regulations and gain experience in ESG reporting,
- facilitate and respect human rights as part of business operations, and
- drive innovative global business for positive social change.



Survey

Interested in learning more? By completing this [short survey](https://uconn.co1.qualtrics.com/jfe/form/SV_3ygBblQ12AkyGB8), you will be able to inform us of your interest and receive updates and more information

(https://uconn.co1.qualtrics.com/jfe/form/SV_3ygBblQ12AkyGB8).

COURSES AVAILABLE TO STORRS UNDERGRADUATES	
MKTG 3101/BADM 3750	Introduction to Marketing Management
BLAW 5252 (BLAW 3252 ^a)	Business and Human Rights
BLAW 5253 (BLAW 3253 ^a)	Sustainability, Markets, and Society
BLAW 5254 (BLAW 3254 ^a)	Social Responsibility and Accountability in Business
MKTG 5255 ^b	Global Issues in Marketing for Social Impact
MKTG 5258 ^b	Marketing Strategies for Environmental and Social Impact

^a Students who completed the 3000-level undergraduate course, may be eligible for course conversion to the equivalent 5000-level graduate course.

^b Requires completion of MKTG 3101/BADM 3750 with a grade of B- or better.