

## **Embedding sustainability into the business curriculum**

John M. Mankelwicz  
Troy University

David J. Hoover  
Troy University

There is no shortage of management writing on sustainability, or about embedding it into business education. However, most discussion seems to implicitly assume that considerable new material may be required. This presentation posits that the instructional desiderata are already present in the models and theories from each of the usual core courses. The task is rather to inspire and enable instructors to recognize and use the specific material effectively. The level of integration required depends upon the particular course. Capstones (ordinarily policy/strategy) and the business and society/ethics course(s) ordinarily will already contain sufficient tools for curriculum level assimilation of sustainability. An original integrating framework delineates how each core course and its particular component models articulate into an overall pattern for sustainability instruction. The authors also provide practical suggestions for instructors in the various courses.