

SOCIAL RESPONSIBILITY AND IMPACT IN BUSINESS (MS)

The Master of Science in Social Responsibility and Impact in Business (MSSRIB) is designed to meet the growing demand for professionals with skills to effectively consider social responsibility and impact as part of business decision-making. Graduates with this degree will be equipped to drive economic sustainability and engage in innovative and impactful business actions to address the environmental, social, and governance challenges of a global society. Students must complete 30 credits to fulfill degree requirements. Required and elective coursework is offered in multiple modalities: in-person, hybrid (in-person and online asynchronous), online synchronous, online asynchronous, and online hybrid (a blend of synchronous and asynchronous). The curriculum also requires in-person experiential learning engagement, such as community-building activities and workshops. The program can be completed on a full-time or part-time basis.

Location

- Hartford Campus

Modality

- Hybrid
- In Person
- Online

Requirements

Course	Title	Credits
Required Courses		
BLAW 5175	Business, Law, and Ethics in Modern Society	3
BLAW 5253	Sustainability, Markets, and Society	3
BLAW 5254	Social Responsibility and Accountability in Business	3
MKTG 5100	Business Fundamentals for Social Impact	3
MKTG 5115	Marketing Management	3
MKTG 5255	Global Issues in Marketing for Social Impact	3
MKTG 5258	Marketing Strategy for Environmental and Social Impact	3
Electives		
Select nine credits from the following:		9
ACCT 5530	Business Sustainability Reporting and Analysis	
BLAW 5220	Employment Law	
BLAW 5252	Business and Human Rights	
BLAW 5750	Ethics and Compliance in the Global Organization	
BLAW 5790	Revolutionary Technologies and the Social Responsibility of Business	
BLAW 5893 or MKTG 5893	Foreign Study	
MKTG 5251	Marketing and Digital Analytics	
MKTG 5625	Marketing for Global Competitiveness	

MKTG 5650	Strategic Brand Management
MKTG 5881	Internship in Social Responsibility and Impact in Business
MKTG 5895	Special Topics in Marketing
OPIM 5113	Distribution and Logistics
OPIM 5114	Sustainable Supply Chain Management: Strategies for Environmental and Social Responsibility
A 5000-level course approved by the Academic Director.	
Total Credits	30

Learning Objectives

1. Embed social responsibility in ethical business models.
2. Use the language of business to engage with stakeholders on social responsibility initiatives.
3. Implement practices that have a positive societal impact in business.
4. Deploy business strategies to promote environmental sustainability.
5. Navigate CSR regulations and gain experience in ESG reporting.
6. Respect and facilitate human rights as part of business operations.
7. Drive global innovation in business for positive social change.

Accelerated Social Responsibility and Impact in Business

After completing 54 undergraduate credits, UConn undergraduate students can apply to the Accelerated Master of Science in Social Responsibility and Impact in Business Program through the online Pre-Graduate application through the Graduate School. Up to 12 credits of the following graduate-level coursework may be taken while the student is an undergraduate and can be applied toward both the undergraduate and M.S. Plans of Study:

Course	Title	Credits
MKTG 5100	Business Fundamentals for Social Impact	3
BLAW 5175	Business, Law, and Ethics in Modern Society	3
BLAW 5252	Business and Human Rights	3
BLAW 5253	Sustainability, Markets, and Society	3
BLAW 5254	Social Responsibility and Accountability in Business	3
MKTG 5255	Global Issues in Marketing for Social Impact	3
MKTG 5258	Marketing Strategy for Environmental and Social Impact	3

Upon completing their undergraduate degree, students must then apply for admission to the M.S. through the Graduate School. The M.S. program requires 30 graduate credits.