

# 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.

## Required Courses

Course	Title	Credits
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
<b>Total Credits</b>		<b>21</b>

## Approved Electives

Course	Title	Credits
Nine credits required		9
ACCT 5530	Business Sustainability Reporting and Analysis	
BLAW 5220	Employment Law	
BLAW 5252	Business and Human Rights	
BLAW 5660	International Business Law	
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	
OPIM 5113	Distribution and Logistics	

OPIM 5114 Sustainable Supply Chain Management: Strategies for Environmental and Social Responsibility

Other electives may be chosen with the consent of the academic director.

**Total Credits**

**9**

## 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. Students must then apply for admission to the M.S. for their +1 year. The M.S. program requires 30 graduate credits. Up to 12 credits of the required coursework (MKTG 5100 Business Fundamentals for Social Impact, BLAW 5175 Business, Law, and Ethics in Modern Society, MKTG 5115 Marketing Management, BLAW 5253 Sustainability, Markets, and Society, BLAW 5254 Social Responsibility and Accountability in Business, MKTG 5255 Global Issues in Marketing for Social Impact, or MKTG 5258 Marketing Strategy for Environmental and Social Impact) can be taken while the student is an undergraduate and can be applied toward both the undergraduate and M.S. Plans of Study. Students who earn a B- or better in MKTG 3101 Introduction to Marketing Management/BADM 3750 Introduction to Marketing Management may request a substitution for MKTG 5115 Marketing Management.