

A DEVELOPMENT OF INSTRUCTIONAL STRATEGIES AND MATERIALS FOR GREEN  
MANAGEMENT COURSE

溫玲玉, 蔡明達, 楊國湘

Landscape Architecture

Architecture

gsyang@chu.edu.tw

Abstract

ABSTRACT

How business firms “Go Green” to make a deliberate attempt to create a sustainable environment has caused attention worldwide. Environmental friendly is to reduce and minimise the risks facing human beings, animals and plants on the earth. Various approaches to reduce carbon footprint overlap have become a major issue of businesses and industries as they produce products and affects services.

Different from the traditional view, business firms should not only make profits for owners and stockholders, but also need to observe business ethics and social responsibility according to the concerns of customers, community and government. Today, environmental protection is more emphasised.

Human resources are the most important assets to an organisation. Employees require qualified professional knowledge and skills to work effectively and efficiently. Indeed, management needs a proactive perception of “green” to lead and implement that concept. But is education prepared to educate students to be able to handle “green” related work? According to literature review, a gap remains between schools and workplace on green related competencies and with a lack of well accompanying developed teaching materials for equipping skills required

for green related jobs. The purpose of this study was to develop the instructional strategies and materials according to a previous study of green management competencies for colleges and universities to educate students to meet workplace requirements.

The focus group meeting and Fuzzy Delphi Technique were applied to establish green management competencies in a previous study. Eight domains including 38 competencies were validated by experts of focus group meeting. In addition, 13 Fuzzy Delphi Technique experts rated the priority of the 38 competencies, and each was weighting importance. Therefore, researchers developed a series of eight units containing 16 lesson plans of green management competencies integrated into a management course for colleges and universities curricula.

Study results indicated the eight units including 16 lesson plans contained various teaching strategies, classroom activities, cases studies, power points, websites, video programme, and supplemental

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materials for green management concepts. Based on the findings, conclusions and recommendations would be made to provide for higher education to educate students and provide a business training programme to equip company employees with green management competencies for further study.

Keyword : Keyword: green management, sustainable management, instructional strategies and materials, higher