


# Writing on Climate Change

By Don Sutherland

Climate change is now one of the most impactful issues affecting companies today. From issues including annual greenhouse gas emissions, supply chain management, cost structures, and branding, climate change has a large and growing impact. As a result, in my BBA 204 management class, this year's course paper—papers typically involve topical themes—will involve students identifying and evaluating companies' climate change strategies and proposing recommendations to enhance such strategies.

In introducing the assignment, students were provided with some background information as to why the course includes a paper. Written communication is among the most sought-after skills employers currently expect of new graduates. This is because companies are recruiting college students not to fill jobs, but with the expectation that they are future managers.

One slide from my class's introduction to the paper is below:



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## Rationale for the Assignment

- Nearly three-quarters of employers seek to hire graduates with strong written communication skills<sup>1</sup>
- Written communication is embedded in Lehman College's institutional learning outcomes
- Written communication is a required element for accreditation<sup>2</sup>
  - **Writing** is integral to management