



UNIVERSITY OF  
CAMBRIDGE

INSTITUTE FOR  
SUSTAINABILITY LEADERSHIP



The background of the poster features a scenic view of Cambridge, England. In the foreground, there's a brick wall with ivy growing on it, and a dark river or canal flows along the bottom. Behind the wall, the historic architecture of Cambridge is visible, with numerous red-brick buildings, tall spires, and intricate stonework under a clear blue sky.

THE UNIVERSITY OF CAMBRIDGE

# Business Sustainability Management

Online short course

Become a leader in a field that will soon  
be ubiquitous to businesses across all  
industries, anywhere in the world.

# About this course

The University of Cambridge Business Sustainability Management online short course provides you with a working knowledge of the social, economic and environmental sustainability challenges that come about in the private and public sectors. In addressing these challenges, there are both risks and opportunities, and businesses need a new generation of innovators and leaders to influence change. Turn necessity into competitive advantage by gaining the knowledge and tools needed to effectively respond to these challenges in a timely manner - and drive impactful change.

## What the course covers

This business sustainability management course is centred on the notion that sustainability is integral to ensuring businesses can continue to operate on a planet with finite resources and deliver benefits to both shareholders and society. Gain verifiable and relevant knowledge of the following key areas within a sustainability context:

- Sustainability challenges - climate changes, social pressures, urbanisation
- The business case and leadership for action
- The regulatory environment and international policy
- Value chains
- Design, technology and innovation for sustainability
- Collaboration and partnerships
- Putting it into practice - developing an action plan to tackle social, economic and environmental sustainability challenges within the organisation



8 weeks online  
(+1 week orientation)



£2,100



12-15 hours/week of  
self-paced learning,  
entirely online

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

To align with the decarbonisation pathways of the Paris Agreement, the global economy will need to reduce emissions by 50% by 2030.\*

\*WBCSD (2019)

# This course is for you if:



You're seeking the tools to effectively argue the business case for sustainability and value of strong leadership



You're in need of a practical action plan for overcoming barriers and seizing the opportunities associated with creating a sustainable business with key stakeholders and partnerships



You'd benefit from engaging with an international cohort of like-minded business leaders, which would not only develop your global perspective and international business network, but also identify opportunities for collaboration, innovation and value creation



You're needing powerful proof of your competencies and expertise in business sustainability management by earning a certificate of completion from the University of Cambridge Institute for Sustainability Leadership

## Who should take this course?

Sustainability is not the sole responsibility of a designated Sustainability Manager. This Business Sustainability Management online short course is therefore aimed at anyone working in business. Sustainability Management needs to be integrated into business operations throughout their organisation and value chains. You'll be given the tools to adopt a practical approach by developing a unique action plan for your business. This not only highlights current global pressures and megatrends affecting business, but also gives you the knowledge and confidence to help colleagues and other stakeholders adapt and identify new sustainable social, economic and environmental opportunities.



# What you'll learn

This online course integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (course notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

## **Orientation Module: Welcome to Your Online Campus**

You'll be welcomed to the course and begin connecting with fellow students, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

## **Module 1: Sustainability challenges and opportunities**

The global state, what needs to change, and how to bridge the sustainability gap through rewiring the economy.

## **Module 2: The business case and leadership for action**

Why sustainability is good for business, and the importance of good leadership in achieving change.

## **Module 3: Regulatory environment and international policy**

Policy instruments, international agreements, and the role of business and civil society in shaping a zero-carbon economy.



What is CISL?

LEARN MORE  
ABOUT CISL

## **Module 4: Production and consumption**

The value chain: Implementing business models and processes for sourcing, producing, and consuming sustainably.

## **Module 5: Design, technology and planning for sustainability**

The role of innovative design, planning, and technology in facilitating sustainable business.

## **Module 6: Communication and marketing**

How to effectively communicate sustainability strategies and goals to internal and external stakeholders.

## **Module 7: Collaboration and partnerships**

How businesses can work together with corporate, government, and non-profit actors to bring about large-scale change in the sustainability space.

## **Module 8: Rewiring your business approach**

Learn how to be an effective change agent, overcome barriers to change, obtain networking support, and create a personalised sustainability action plan.



*When sustainability is viewed as being a matter of survival for your business, I believe you can create massive change.*

**CAMERON SINCLAIR,  
DESIGNER AND HEAD OF SOCIAL INNOVATION AT AIRBNB**

# Who you'll learn from

## Course Convenor and Head Tutor

These subject matter experts from the University of Cambridge Institute for Sustainability Leadership guide the course design and appear in a number of course videos, along with a variety of industry professionals.



COURSE CONVENOR

**Martin Roberts**

*Programme Director at the University of Cambridge Institute for Sustainability Leadership*

Roberts helps companies with a global reach to derive value from embedding innovative approaches to sustainability across their organisation and their supply chains. Roberts has extensive experience working with companies and NGOs on sustainability challenges, with particular expertise in the food, agricultural, utility, tourism and extractive sectors. He has lived in several African countries working with governments and the private sector to tackle the resource challenges of today and the future.



HEAD TUTOR

**Wayne Visser**

*Professor of Integrated Value and Holder of the Chair in Sustainable Transformation at Antwerp Management School, Founder of CSR International, and Fellow at CISL*

Dr Wayne Visser is Professor of Integrated Value and Holder of the Chair in Sustainable Transformation at Antwerp Management School, Founder of CSR International, and Fellow at CISL. He has been listed as one of the Top 100 Thought Leaders in Trustworthy Business Behavior and received a Global CSR Excellence & Leadership Award. Before getting his PhD in Corporate Social Responsibility (Nottingham University, UK), Wayne was Director of Sustainability Services for KPMG and Strategy Analyst for Capgemini in South Africa.

## CISL Tutors



**Elspeth Donovan**

Deputy Director of CISL South Africa, formerly director of the University of Cape Town's Graduate School of Business MBA programme



**Bruce Haase**

20 years of business experience, complemented by work with NGOs, public-private partnerships, and commodity supply chains



**Dr Nicky Dee**

PhD in Environmental Technology Management from the University of Cambridge and teaches on this and related topics

# Guest Lecturers



**Ian Ellison**  
Sustainability Manager  
at Jaguar Land Rover



**Dame Polly Courtice**  
Founder and Director  
of the Cambridge Institute  
for Sustainability Leadership



**Mike Barry**  
Head of Sustainable Business  
at Marks & Spencer



**Phillipe Joubert**  
Executive Chair of the Global  
Electricity Initiative,  
Senior Advisor & MD of Energy  
and Climate, WBCSD



**Dr Nancy Bocken**  
Associate Professor at TU Delft,  
Industrial Design Engineering  
(Design for Sustainability  
and Product Innovation  
Management)



**Will Day**  
Sustainability Advisor  
to PricewaterhouseCoopers  
(PwC) and Chairman of Water  
and Sanitation for the Urban  
Poor (WSUP)



**Craig Bennett**  
CEO at Friends of the Earth  
(England, Wales and  
Northern Ireland)



**Tony Juniper**  
Leading author  
and environmentalist



**James Stacey**  
CISL Fellow



# Your Success Team

GetSmarter, with whom CISL is collaborating to deliver this online course, provide a personalised approach to online education which ensures you're supported throughout your learning journey.



## Head Tutor

A subject expert who'll guide you through content-related challenges.



## Success Manager

Your one-on-one support available during University hours (8am - 4pm GMT) to resolve technical and administrative challenges.



## Global Success Team

Available 24/7 to solve your tech-related and administrative queries and concerns.

## About the collaboration

*The University of Cambridge Institute for Sustainability Leadership (CISL) is collaborating with online education company GetSmarter to provide an interactive and supported learning experience, giving you the ability to integrate sustainability management into your business strategy.*

### What is CISL?

CISL is an institution within the University of Cambridge that strives to challenge, inform and support leaders from business and policy to deliver change towards sustainability.

CISL helps influential individuals, major organisations and whole sectors develop strategies that reconcile profitability and sustainability and to work collaboratively with their peers not only to develop solutions to shared challenges but also catalyse real systems change.

[LEARN MORE](#)

### What is GetSmarter?

GetSmarter, brand of 2U, Inc., is a digital education company that partners with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigour in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are certified by the world's most reputable academic institutions.



# Earn a certificate of completion

Upon successful completion of the course, you'll earn a certificate of completion from a world-leading sustainability institution, the University of Cambridge Institute for Sustainability Leadership (CISL).

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with a certificate of completion from CISL you will need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the course.

Your certificate of completion will be issued in your legal name and couriered to you at no additional cost. All certificate images are for illustrative purposes only and may be subject to change at the discretion of the University.



This course is certified by the United Kingdom CPD Certification Service, and may be applicable to individuals who are members of, or are associated with, UK-based professional bodies. The course has an estimated 100 hours of learning.

Note: should students wish to claim CPD activity, the onus is upon them. The University of Cambridge Institute for Sustainability Leadership and GetSmarter accept no responsibility, and cannot be held responsible, for the claiming or validation of hours or points.

\* Cambridge Institute for Sustainability Leadership (2018)



# **Gain access to the University of Cambridge Institute for Sustainability Leadership (CISL) International Alumni Network**

Students who successfully complete the course join the CISL International Alumni Network - allowing your employees to continue learning from global business leaders whilst expanding their (and your) global networks. The CISL Network also ensures students to stay up to date with sustainability best practices.

The CISL Network is made up of nearly 8,000 senior leaders and leading practitioners who represent business, the public sector and civil society in every industry, on every continent. Upon successful completion of this course, students become entry-level members of this prestigious global community. This forum includes participants from all of CISL's executive education programmes spanning the past 25 years, alumni of our graduate programmes, members of our business platforms and expert faculty and contributors to our work. Through it, we aim to provide opportunities for members of our Network to keep up to date with the latest thinking and action, the space to debate ideas and share experience, and the chance to collaborate and influence change.

## **How you'll learn**

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a personalised sustainability action plan for your organisation



# Technical requirements

## Basic Requirements

In order to complete a course, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

## Browser Requirements

We recommend that students use Google Chrome as their internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

## Additional Requirements

Certain courses may require additional software and resources and these will be communicated to students upon registration and/or at the beginning of the course. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, students may have difficulty in accessing course content. Please check with a Course Consultant if you have any concerns.



THE UNIVERSITY OF CAMBRIDGE

# Business Sustainability Management

Online short course

Become a leader in a field that will soon be ubiquitous to businesses  
across all industries, anywhere in the world.

**REGISTER NOW**

**Contact us**

+44 1223 622 443

[cambriagcisl@getsmarter.com](mailto:cambriagcisl@getsmarter.com)