



Strategy & Sustainability

Course Objectives :

- Critically evaluate the meaning and role of sustainable business strategy
- Demonstrate innovative thinking for overcoming sustainability challenges from a management and organisational perspective
- Examine the links between sustainability and corporate activity
- Identify creative solutions to embed sustainability in different organisations
- Analyse the role of sustainability in corporate strategy, organisational culture and operations

Course Outline :

The Sustainable Vision

- The meaning of sustainability in business
- How perspectives on strategy influence sustainability
- The history and challenges of sustainability
- The pillars of corporate social responsibility

Developing a Sustainable Strategy

- Sustainability leadership: Challenges and responsibilities
- Identifying the corporate ambition
- Understand how sustainability issues are considered as part of strategic planning and product development.
- Identify the opportunities and challenges posed by sustainability issues
- Engagement with key stakeholders
- Sustainability as part of competitive positioning

Sustainable Operations

- Operational functions for sustainability
- Sustainable entrepreneurship
- Sustainable procurement
- Sustainable supplier management
- Sustainability across the supply chain

The Role of Innovation in Addressing Sustainability Challenges

- The role of technology in a sustainable business
- Sustainability and the future of energy
- Sustainable quality
- Sustainable design
- The sustainable marketing mix



Sustainable finance

- The importance of sustainable finance
- Measuring sustainability
- Sustainable business risks
- Investments and corporate performance
- Green and socially responsible investment opportunities