



# Postgraduate Certificate in Sustainable Development for Business

## Overview

Momentum towards a sustainable business model is a high priority on all top performing business agendas. This course addresses the increasing pressure organisations and their decision makers are under to balance environmental and societal impacts with maintaining competitive advantage and profitability.

This shift in focus, when done strategically, can align a business closer to customers, investor demands, market trends and emerging regulatory requirements and create a competitive advantage in a sustainability conscious society. Designed to tackle the increasing need for sustainable business transformation, participants completing the programme will be equipped with the tools to create long-lasting change throughout their organisation.

A key feature of the programme is a 10 ECTS into action learning module where participants design a sustainability project for their employer organisation, their business or for a project partner organisation where a “blueprint” for implementation is developed.

### Modules

- ✓ **The Sustainable Green Organisation (5 ECTS)**
- ✓ **Sustainability Measurement and Reporting (5 ECTS)**
- ✓ **A Practical Toolkit for Sustainable Business (5 ECTS)**
- ✓ **Purpose-Driven Systemic Change**
- ✓ **Sustainability in Action Project**

# The current scenario

Professionals in the area of sustainable development for business are currently dealing with multiple challenges, including setting up integrated reporting mechanisms to comply with government regulations and societal expectations, revising or adapting existing business models towards sustainability, innovating products and services for sustainability, reducing their carbon footprint, creating transparency around adverse impacts along supply chains, changing internal governance and performance review standards to reward sustainable behaviour, and dealing with external demands by critical stakeholders, such as NGOs activist groups and investors.

## How this course can help

This course will provide participants with the knowledge and tools to address these important challenges by becoming purpose-driven business leaders, understanding the wider socio-economic impact of their business, and the skills to develop smart strategies for implementing sustainable business. In addition, this course seeks to promote increased dialogue between leaders in business, government, academia, and NGOs to work towards a zero carbon economy and to deliver on the United Nations' Sustainable Development Goals.

## Who should do this course

This programme is designed for:

- ✓ Mid-level and senior executives from across the private sector, public sector and third sector, who are looking to examine their organisations' impact on society as well as the environment, and gain a firm understanding of how they can drive competitive advantage through a sustainable business model;
- ✓ Experienced managers in diverse functions – including CSR and sustainability, legal and compliance, procurement, operations and external affairs;
- ✓ Recently promoted executives who are facing new leadership challenges in the area of sustainability.



What does the course cover:

### **The Sustainable Green Organisation (5 ECTS)**

Get insights into the organisational, contextual and societal factors influencing sustainable behaviours and examine leadership and change management strategies needed to design and deliver effective sustainability initiatives.

### **Sustainability Measurement and Reporting (5 ECTS)**

Explore the sustainability dimensions of corporate measurement and reporting, as well as attempts to obtain better insight into sustainable value creation through integrated reporting. Learn about the rapid consolidation taking place in terms of standards, with specific reference to the International Sustainability Standards Board.

### **A Practical Toolkit for Sustainable Business (5 ECTS)**

Explore the global dimension of the sustainability challenge for business and learn about the most important managerial tools, concepts and frameworks to bridge the gap between current business practice and sustainability requirements.

### **Purpose-Driven Systemic Change (5 ECTS)**

Learn how to adopt a purpose-driven approach to change management and understand how economic, social and environmental challenges can be met through systems-thinking and nature-based solutions.

### **Sustainability in Action Project (10 ECTS)**

Analyse real-world sustainability challenges with your employer organisation, your business or a partnered organisation and develop solution focused blueprints for implementation.

# Benefits:

Upon completion of this course, the participant will be able to:

- ✓ Explain societal impacts of organisations and their role in achieving sustainability targets.
- ✓ Develop strategies and action plans in response to current sustainability challenges of organisations.
- ✓ Analyse theoretical as well as practical concepts associated with sustainable development for business.
- ✓ Evaluate and integrate ethical, social, economic, ecologic and political factors in decision making to support sustainable business.
- ✓ Communicate and interact with multiple stakeholders to support positive sustainability action.
- ✓ Enable structural as well as behavioural changes and explain own influence as a change maker in organizations.

# Topics covered by this course include:

Sustainable Development, Corporate Sustainability and Responsibility, Responsible Business, Sustainable Business Models, Sustainable Corporate Governance, ESG, SDGs, Integrated reporting, Climate Action, Carbon Accounting, Zero Carbon Economy, Circular Economy, Doughnut Economics, Business and Human Rights, Human Rights Due Diligence, Action-learning, Leadership and Purpose, Triple Bottom Line, Stakeholder Engagement, Systems-thinking, Multi-stakeholder Governance, Sustainable Value Creation.

# Structure:

The programme has five modules delivered over 2 twelve week semesters within a 9 month period: from October to June. The five modules take place in person and are delivered over a series of workshops (three per module) held on a Thursday evening and all day Friday, once a month, to minimise interference with busy work schedules.

# Project-based Assessments:

Participants are assessed on a module by module basis through a variety of practical assignments combining group work and individual work. The emphasis throughout the programme is focused on the practical application of knowledge to benefit the participant, their team and their organisation. The programme culminates in an action learning project where participants will work to blueprint a sustainable business project within their organisation or a participating project company.

# Faculty



## **Dr. Maximilian J. L. Schormair**

**Assistant Professor in Business Ethics, Trinity Business School**

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Maximilian Schormair is Assistant Professor in Business Ethics at Trinity Business School, a key member of the School's Centre for Social Innovation and Director of the Sustainable Development for Business Programme. Max received his doctoral degree in Business Ethics & Business Administration from the University of Hamburg, one of Germany's top research institutions.



## **Dr. Daniel Malan**

**Assistant Professor in Business Ethics, Trinity Business School**

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Daniel Malan is an Assistant Professor in Business Ethics at Trinity Business School, Trinity College Dublin. He is the co-chair of the B20 Task Force on Integrity and Compliance (2022) and a member of the Global Future Council on Transparency and Anti-Corruption of the World Economic Forum.



## **Dr. Mary-Lee Rhodes**

**Associate Professor in Business, Trinity Business School**

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Mary Lee Rhodes (BA, MSc, MBA, PhD) is an Associate Professor of Public Management at Trinity College, Dublin. Her research is focused on complex systems and the dynamics of performance, value and impact. She is the co-Director of the Trinity Centre for Social Innovation and has expertise in research, consulting and management in the public and non-profit sectors along with extensive private sector experience in banking and ICT management.



## **Dr. Samuel Cromie**

**Assistant Professor in Psychology, Trinity School of Psychology**

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Prof. Sam Cromie has over 26 years' experience of action research, teaching and consultancy in healthcare, aviation, pharmaceutical, manufacturing and maritime sectors. He has worked with a variety of organisations including Aer Lingus, Rolls Royce, Airbus, British Airways, SAS, Cathay Pacific, EASA, Pfizer, BP & Statoil. His research is focused in sustainability and wellbeing.

# Trinity Business School & Sustainability

Trinity Business School endorses the UN Principles of Responsible Management Education and is a member of the 30% club as well as the Council on Business & Society, a visionary global alliance of leading business schools to explore how business can positively contribute to society and the common good.

The School is actively engaged in advancing responsible business and sustainability, in particular through the activities of one of its research centres, the Trinity Centre for Social Innovation (CSI). Trinity CSI aims to make a positive impact on society and the environment through engagement, research, innovation and teaching. CSI researchers work on critical topics, such as sustainability, business ethics and CSR, corporate governance, climate adaptation, just transition as well as business and human rights.

TBS Executive Education brings our leading faculty together with international experts in the area of responsible business and sustainability bringing cutting edge insights to our programmes, our participants and their organisations.



# About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

## How to Apply

Visit [www.tcd.ie/business/executive-education/](http://www.tcd.ie/business/executive-education/) for more information and to apply for this programme.

## Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning.

## Programme Fee

**€8,500 per participant**

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing environments.

## CONTACT US

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# About Trinity Executive Education

Premium provider of distinct and high-impact programmes for individuals and organisations, Trinity Executive Education services SME's, large MNC's, NGO's and government agencies.

Programmes are delivered on campus as well as at premium residential venues in Ireland and also at the ancient Irish College Leuven, just outside Brussels.

“Into action learning” and case methodology are at the heart of the Trinity approach to Executive Education.

Executive Education programme graduates become members of a community leadership practice, an alumni network offering opportunities for continuous development through face-to-face and online fora, business briefings and seminars delivered at different times throughout the year.