

CORPORATE SUSTAINABILITY CERTIFICATE

Program Description

As sustainability becomes a key component of today's decision-making processes, corporations must respond by developing initiatives and making business decisions that illustrate their commitment to sustainable business activity. This certificate program is designed to help you think about sustainability as a vital part of your business strategy.

In this certificate, you will frame this challenge and assess your company's sustainability practices relative to industry standards. You will use this initial assessment to inform implementation of sustainability initiatives, and develop a future-focused sustainability strategy that capitalizes on market opportunities.

To begin, you will critically examine the sustainability-based interactions among corporate entities, their peers, regulators, the public, and other stakeholders in order to identify opportunities for improving the outcomes of these interactions. You will then assess the ways that corporations manage reputational risk by communicating their sustainability efforts and propose initiatives that bolster your organization's sustainability credentials.

Finally, you will focus on building a business case by proposing specific ways your company can capitalize on sustainable opportunities. By the end of this certificate program, you will be well equipped to lead your teams toward sustainable solutions that enable your organization to thrive.

Key Takeaways

- Assess the impacts of business activities on the environment
- Assess an organization and analyze its sustainability motivation
- Critically examine sustainability risks associated with particular corporate activities
- Identify business opportunities in sustainability

What You'll Earn

- Corporate Sustainability Certificate from Cornell University's Jeb E. Brooks School of Public Policy
- 45 Professional Development Hours (4.5 CEUs)

Who Should Enroll

- Senior leaders and executives
- Corporate responsibility leaders
- Public and investor relations professionals
- Legal professionals
- Philanthropists
- Entrepreneurs
- Communications experts
- Community activists

Total Investment

2.5 months to complete the courses.

How to Enroll

For more information and to enroll, please visit Corporate Sustainability Certificate (<https://ecornell.cornell.edu/certificates/financial-management/corporate-sustainability/>).

Courses

Code	Title	Hours
eCornell CIPA561	Evaluating a Corporate Sustainability Strategy	0
eCornell CIPA562	Sustainability Risk Management	0
eCornell CIPA563	Generating Profit in the Era of Sustainability	0