

SUSTAINABLE BUSINESS CERTIFICATE

Program Description

As sustainability issues become increasingly pressing, consumers are demanding more responsibility, transparency, and accountability from organizations. By weaving sustainability efforts into the fabric of your everyday goals and situating them at the forefront of value creation, your organization can successfully adapt to this demanding and rapidly changing landscape.

This certificate program will prepare you to evaluate your organization's current sustainability efforts, identify gaps and opportunities, and create unique solutions to drive organizational value. You will gain insights into your organization's competitive approach by assessing environmental and social sustainability throughout the life cycle of a product or service and leveraging research-based frameworks and methodologies to ideate solutions that turn sustainability problems into market opportunities. You will also explore how aligning stakeholder relationships enhances your ability to achieve profitability and sustainability goals. With these strategies and best practices, you will be uniquely positioned to create a sustainability implementation plan tailored to your organization's specific needs.

Key Takeaways

- Assess your organization's competitive approach to sustainability
- Analyze a product or service on how well or poorly it is performing on sustainability issues
- Apply cutting-edge methods that allow you to translate business sustainability issues into market opportunities
- Use the MGMT framework to create a sustainability implementation plan
- Adjust your stakeholder strategy to improve profitability and sustainability

What You'll Earn

- Sustainable Business Certificate from Cornell's Johnson Graduate School of Management
- 50 Professional Development Hours (5.0 CEUs)

Who Should Enroll

- Mid- to senior-level managers
- Brand managers
- Sustainability directors
- Supply chain management professionals
- Operations professionals
- Finance professionals
- Entrepreneurs
- Graduate students

Total Investment

2.5 months to complete the program

How to Enroll

For more information and to enroll, please visit Sustainable Business Certificate (<https://ecornell.cornell.edu/certificates/financial-management/sustainable-business/>).

Courses

Code	Title	Hours
eCornell LSM711	Sustainable Business Foundations	0
eCornell LSM712	Analyzing Sustainability in Organizations	0
eCornell LSM713	Applying Sustainability Strategy	0
eCornell LSM714	Implementing Sustainability	0
eCornell LSM715	Strategic Stakeholder Management	0