



## ***Sustainable Business Professional Certificate***

### ***Overview***

The *Sustainable Business Professional Certificate* offered by the Center for Sustainability provides an opportunity for managers and executives at all career stages as well as career-changing professionals who wish to deepen their understanding of the fundamentals of sustainable business. In addition to foundational courses, active learning modules focus on topics that will enhance the ability of workplace professionals to deploy new tools, frameworks and organizational strategies, as well as help them serve as change agents to move their organizations to the forefront of sustainability efforts. The format utilizes interactive learning, incorporating case studies, practice-based exercises and group exchange.

The non-credit certificate is comprised of six three-hour modules. Participants enroll for two core modules including Foundations in Sustainable Business and Champions for Change: Building the Case for Sustainable Business, plus four other electives. These electives currently include the following: Climate Change Management: Strategies and Tools, Sustainability Metrics and Reporting, Sustainable Business Innovation, Industrial Ecology & Life Cycle Assessment, Managing the Value Chain for Sustainability, Corporate Social Responsibility, and Sustainable Energy Systems & Policy. New modules will be developed as new issues and conditions emerge in the competitive landscape. Faculty is comprised of members of the Aquinas College Sustainable Business Department as well as affiliated faculty and professionals with expertise in sustainable business.

### ***Contact/Registration***

For more information, contact Deborah M. Steketee, Ph.D., Executive Director (616.632.2930/stekedeb@aquinas.edu) or Jessica Eimer, Program Director (616.632.1994/eimerjes@aquinas.edu).

### ***Course Descriptions (Fall 2009)***

#### ***Foundations in Sustainable Business***

Fundamental principles of sustainability will be covered, drawing upon current understanding of ecological systems. A particular focus will be given toward developing an understanding of how to align natural and social systems in conventional versus sustainable business models.

#### ***Champions for Change: Building the Case for Sustainable Business***

Overview of triple bottom line principles, practices and tools will be explored. Designing strategies for an effective sustainability program will also be included, as well as how to build support for a TBL approach among organizational stakeholders at all levels.

***Climate Change Management: Strategies & Tools***

Focuses on understanding how businesses can effectively respond both internally and externally to changing carbon emissions policy at state and federal levels. An overview of tracking and verification, market claims, and private party contracts will be among the topics covered. Opportunities and considerations relating to carbon markets are also explored.

***Industrial Ecology & Life Cycle Assessment***

Overview of the LCA framework and its integration into existing and evolving sustainable business models are covered. This module will expand understanding of LCA as it has been practiced and new direction for the LCA framework given demands of sustainability as an ecological and strategic imperative for business. It will also work toward an understanding of the specifics of LCA as a tool to enhance product and process innovation within the context of sustainability. Areas of attention will include considerations in setting goals and defining scope in LCA, approaching inventory analysis, analyzing impact and interpreting results.

***Sustainable Business Innovation***

Provides an overview of emerging perspectives and practices on innovation as an essential tool for sustainability. Both product and process innovation will be explored in order to capture new thinking on business models, partnerships, financing, and market development.

***Sustainability Metrics and Reporting***

Explores various sustainable business metrics, standards and certifications as well as processes and practices to collect data, report results and market an organization's progress toward sustainability.

***Managing the Value Chain for Sustainability***

Focuses on ways to effectively integrate sustainable business principles and practices throughout an organization's value chain. Leading-edge purchasing policies, specifications and other tools and strategies will be examined.

***Corporate Social Responsibility***

Explores new approaches and tools to allow business to respond to society's changing expectations within the sustainability paradigm. Social equity, building social capital, stakeholder engagement, partnership models, and other key concepts will be examined.

***Sustainable Energy Systems & Policy***

*Provides a look at emerging approaches to energy conservation, production and use, including wind, solar, biomass and others. This module also examines various state and federal policies which offer market opportunities, as well as regulatory challenges.*

***Costs: Full Certificate: \$2500; Individual Modules: \$495***

***Please Note:*** This program is registered with ***Michigan Works!*** and is approved for the *No Worker Left Behind* program. Please visit [www.mycareereducation.org](http://www.mycareereducation.org) and contact a Michigan Works! caseworker for details about your eligibility for workforce development assistance.