STRATEGIC SUSTAINABILITY FOR BUSINESS | Program

Modules

The Strategic Sustainability for Business program curriculum covers the following modules:

**Module 1**  Introduction to Sustainable Development in a Business Environment (Webinar)

- **Date:** November 9, 2020

- **Location:** Online

  - Program orientation
  - What does sustainability mean from an organizational point of view?
  - Leading change and innovation

**Module 2**  Strategy Development: Sustainability in Business (In-Person)

- **Dates:** November 30 – December 1, 2020

- **Location:** Helsinki, Finland

  - Linking sustainability with corporate strategy and competitive advantage
  - Obtaining business success through sustainability
  - Sustainability challenges as a basis for innovation
  - Sustainable business models

**Module 3**  Strategy Implementation: Leading Sustainability and Building Organizational Capabilities (In-Person)

- **Dates:** December 2-3, 2020

- **Location:** Helsinki, Finland

Visit the program page at: https://executive.berkeley.edu/programs/strategic-sustainability-business
• What type of organizations succeeds in sustainability?
• Unique competences for successful companies.
• Leading and executing – implementation of sustainability
• Linking sustainability to change processes