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

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