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**  Innovation Leadership (Online)

  **Location:** Online

  The central concept of the course is that Innovation Leadership is not just for start-ups. It is a mindset and a set of practices being adopted by small and large organizations to address today’s increasingly complex business problems.

  - Why Start-ups?
  - Lean Start-up tool and practices
  - Adopting Start-up practices

**Module 3**  Strategy Development: Sustainability in Business (In-Person)

  **Dates:** November 24 – December 1, 2020

  **Location:** Helsinki, Finland

---

Visit the program page at: https://executive.berkeley.edu/programs/strategic-sustainability-business
• Linking sustainability with corporate strategy and competitive advantage
• Obtaining business success through sustainability
• Sustainability challenges as a basis for innovation
• Sustainable business models

Module 4  Strategy Implementation: Leading Sustainability and Building Organizational Capabilities (In-Person)

Dates: March 29-30, 2021

Location: Helsinki, Finland

• What type of organizations succeeds in sustainability?
• Unique competences for successful companies.
• Leading and executing – implementation of sustainability
• Linking sustainability to change processes